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BROADCASTING TELE G

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IN THIS ISSUE:

NCAA Monopoly Is Protected
Page 23

Crosley Buying WLW-T, Atlanta
Page 23

Transmitter Key In Miami Bid
Page 26

Radio's Nighttime Power Cited
Page 26

TELECASTING
Begins on Page 67

22ND year

THE NEWSWEEKLY OF RADIO AND TV

THEY PICKED WOR-TV FOR ONE GOOD REASON—SALES

TECHNICAL ROOM

N. W. Ayer is using WOR-TV to advertise Dole Hawaiian Pineapple to consumers throughout the New York market area.

The Dole display in "Sally Smart's Kitchen" creates more than a quarter of a million sales impressions every week. Also, Dole products are featured in cooking schools which the show's producer conducts throughout New York and its suburbs.

WOR-TV's effective technique—combining TV's selling impact with consumer-level merchandising—gets *sales results* in America's top market!

UNIVERSITY OF TULSA
DEC 16 1952
LIBRARY

WOR-TV CHANNEL 9 MEANS BUSINESS NEW YORK

XUM

How do you get them to look and listen
in Virginia's greatest market?

They look via WTVR, Richmond's only television station.
They look so enthusiastically that
although WTVR must work alone in stimulating set sales,
already there are over 145,000 television
sets in the WTVR area.

They listen via WMBG (AM) and WCOD (FM)
And they've been listening to WMBG first since 1926.

Stop!

These constitute Havens & Martin Stations,
the only complete broadcasting institution in Richmond,
the NBC outlets (both sight and sound) for this huge market.

These First Stations of Virginia stop sales problems
in the Old Dominion. Try them and see.

WMBG AM
WTVR TV
WCOD FM

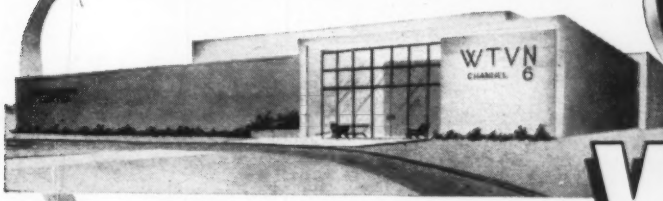
First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
WTVR—Represented Nationally by Blair TV, Inc.
WMBG—Represented Nationally by The Bolling Company

XUM

COLUMBUS OHIO

SERVED AND SOLD

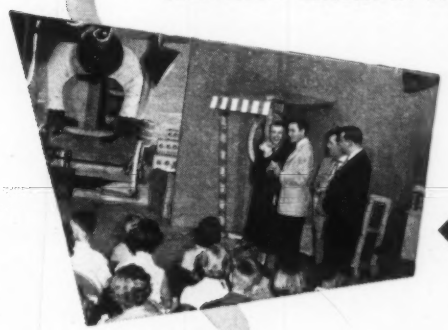


Channel 6

WTVN TV

COLUMBUS OHIO

COLUMBUS THRILLS TO THE GREATEST TV SHOWS IN CENTRAL OHIO—LOCALLY PRODUCED ON WTVN, CHANNEL 6 THE BIGGEST, MOST MODERN TELEVISION CENTER IN THE MIDWEST!



All of Central Ohio raves about NITA'S GUEST BOOK . . . the musical interview show that dares to be different . . . starring Nita Hutch.

Hundreds of housewives each day attend PAT'S OPEN HOUSE in the large, air conditioned WTVN studios.

★ **JUST NEIGHBORS** the "Homey" show for all the family.

★ **O-HI-OPINION** a controversial panel, produced by and for Ohio people.

★ **CLUB 630** delightful and informal musical.

★ **PLUS** outstanding shows from ABC and Dumont.

PROSPECTOR BILL entertains many youngsters each day at his chuck wagon. He has over 25,000 "prospectors" in his club. It's a Columbus must!

The Renie Riano show —comedy, plus helpful kitchen hints on cooking by a master of the culinary art.

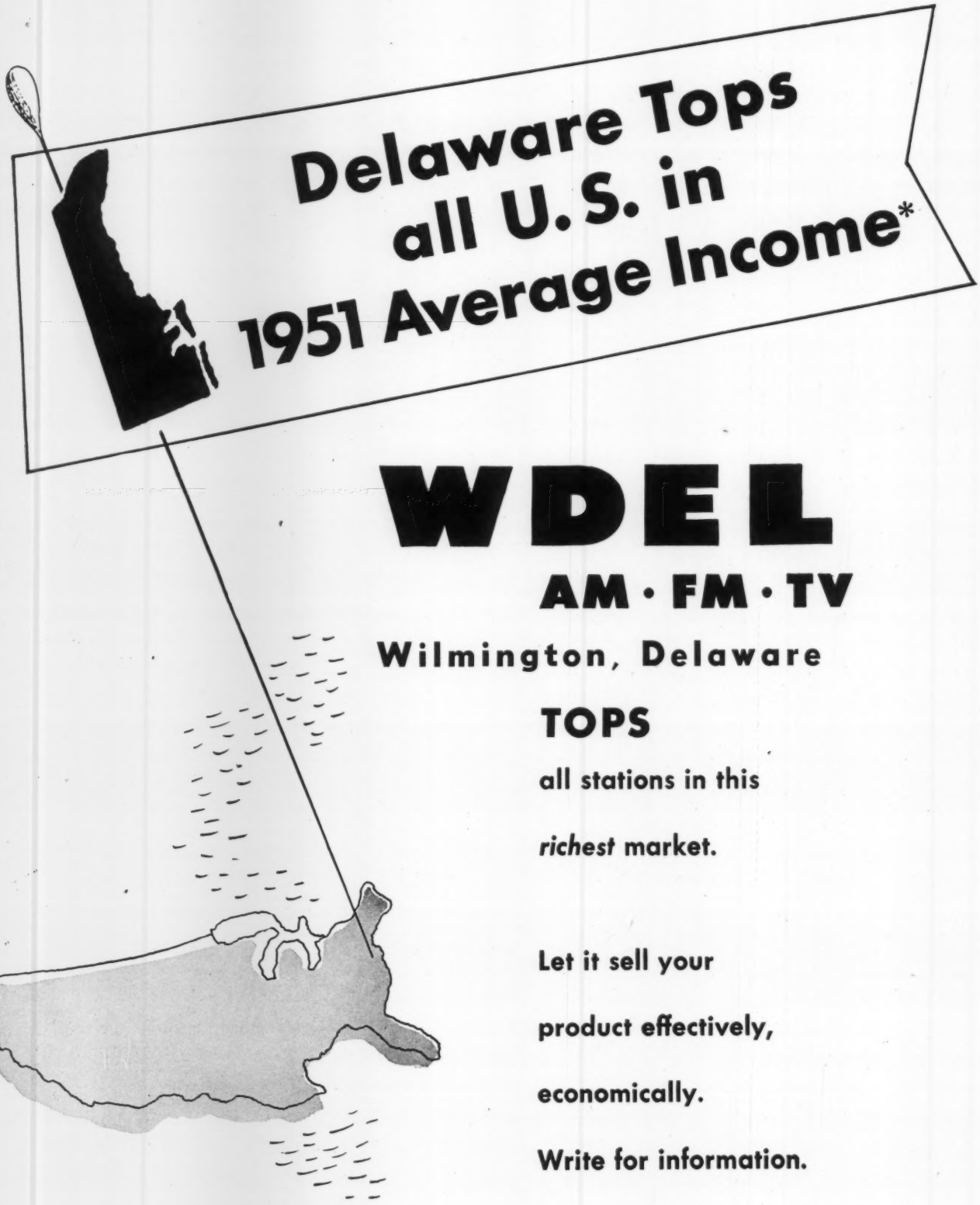
Edward LAMB ENTERPRISES INC.

New York Office—Hotel Barclay, 111 E. 48th St.—Home Office—500 Security Bldg., Toledo, Ohio

National Representatives: WIKK—H-R Co. WICU-TV, WTVN-TV, WTOD—Headley-Reed Co. ERIE DISPATCH—Reynolds-Fitzgerald, Inc.

WHOO—Avery-Knodel, Inc. WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

*Figures released August 1952 by U. S. Dept. of Commerce.

at deadline

CLOSED CIRCUIT

WITH RETURN of President-elect Eisenhower to home shores this week, stepped up activity on appointments to upcoming vacancies on FCC is anticipated. Best guess remains Hyde for elevation to Chairmanship. On Commissionerships to fill expected Merrill (two-year term) vacancy and Walker (seven-year term) expiration in June 1953, feeling is that one former member of Congress and one "practical" broadcaster will be named.

COUNT OUT Rep. Harris Ellsworth (R. Ore.) as candidate for one of upcoming vacancies on FCC. He reports from his Roseburg, Ore., home that, whereas he had been interested few years ago, he now wants to serve out his new two-year term. Part-owner of KRNR Roseburg and also newspaper publisher, he will move to important Rules Committee this session, leaving Interstate & Foreign Commerce Committee where he was mainstay on broadcasting matters.

ATTY. GEN. James P. McGranery's terse comment on anti-trust suit against 20 electronics corporations: "No comment." Evidence still before grand jury sitting in New York. View of one highly-placed official in Justice Dept.'s Anti-Trust Div. is that proceedings will drag on before jury indicts firms or rejects evidence. Attorney General-designate Brownell, however, has already stated he intends to review all pending anti-trust cases upon assuming office Jan. 20.

PLANS to establish General Telecasting System film network program service for TV stations are not dead but held in abeyance for present, pending resolution of more pressing problems of parent company, General Teleradio.

IS FCC Commissioner, Eugene H. Merrill (D. of Utah) angling for post of Telecommunications Advisor to President, now held by Haraden Pratt, former president of IRE? Reports were current last week that he's interested in this assignment under Eisenhower and that he has Gen. Lucius Clay, one of Ike's top advisors, pitching for him. Mr. Merrill served under Gen. Clay as communications coordinator when former was High Commissioner in German Occupied Zone.

STATION Representatives Assn. warning members to "watch out for advertising agency that puts out feelers to bribe commercial managers and sales managers of radio stations on per inquiry deal." Unless such unethical practices are brought to quick halt, SRA declares, "we will all go to hell in a handbasket."

EFFORTS to have all four applicants for Ch. 8 assignment in Portland, Ore., merge in interest of getting immediate grant evaporated last week. Project would have given each one-fourth interest, but it couldn't be sold so they're all going their own way in four-way battle. Applicants are Westinghouse (KEX); North Pacific Television Inc. (Gordon Orput, President, Mrs. A. Scott Bullitt, Exec. Vice

(Continued on page 6)

NEW YORK FIRST ORIGINATION POINT

NEW YORK easily outdistances all other cities as point of origination for television network program transmission, according to weekly Ross Report out today (Monday).

Report shows four major TV networks will transmit 139 hours of programming, live and film, from New York during week of Dec. 14-20, and from Los Angeles, 17¼ hours; Chicago, 8¾ hours; Washington, 6¾ hours; Philadelphia,, 4¼ hours, and Pittsburgh, ½ hour.

CBS-TV according to report, will send total of 67½ hours of programming to affiliates this week to lead all networks. NBC will transmit 66½ hours; DuMont, 35¼ hours and ABC, 22 hours.

TWO MORE TV PROGRAMS EXCEED 10 MILLION HOMES

TWO more programs have reached more than 10 million TV homes, making three in all, according to American Research Bureau. November figures of ARB show *Comedy Hour* (NBC-TV) and *Godfrey and Friends* (CBS-TV) passed mark which had been reached only once before—by *I Love Lucy* (CBS-TV). Last-named show went to 10 million mark in April.

James W. Seiler, ARB director, said Nov. 9 *Comedy Hour* starring Bob Hope was seen on 10,170,000 sets and second 30-minute segment of *Godfrey and Friends* Nov. 12 went to 10,-030,000 TV sets. ARB said Nov. 9 *Comedy Hour* reached 32,544,000 viewers and Godfrey segment attracted 29,087,000 persons.

Debut of Ford Foundation *Omnibus* program on CBS-TV Nov. 9 in 20 markets drew 3,780,-000 viewers with average ARB rating of 10.6 for full 90 minutes. In first hour audience was almost constant at 11.3 but dropped to 9.3 in last half-hour. Available coverage was about 56% of TV homes in nation, with 1,260,000 sets tuned to 4:30-6 p.m. telecast.

ECAC FAVORS RESTRICTED FOOTBALL ON TV

EASTERN Collegiate Athletic Assn. voted 48 to 2 Friday for continued restrictions on national football television next year.

Francis Murray, U. of Pennsylvania, and Douglas Greene, Drexel Tech., were listed as dissenters. E.C.A.C. also voted down Mr. Murray's proposal that Dept. of Justice be asked to rule on legality of any limited television plan (see story, page 23).

WRS EXECUTIVES CITED

TWO veteran executives of Westinghouse Radio Stations Inc. received long-service awards Friday during managers meeting at Washington headquarters (picture on page 27). Arthur C. Goodnow, headquarters engineering, received 20-year WRS service pin. George E. Hagerty, assistant engineer-manager, received 15-year pin.

ROANOKE TV LINK

MICROWAVE link connecting Roanoke, Va., with nationwide TV network facilities opened Friday, AT&T announced, making TV network service available to 112 stations in 69 U. S. cities. First Roanoke TV station, WSLS-TV, began operations Dec. 1. WROV-TV expected to go on air in January.

BUSINESS BRIEFLY

SCOTT PARTICIPATES ● Scott Paper Co. signs for participation in sponsorship of Ford Foundation's *Omnibus* on CBS-TV, Sun., 4:30-6 p.m. Program now sold out, with five sponsors. Scott participation starts Dec. 21. Agency: J. Walter Thompson Co., N. Y.

FLORIDA CITRUS DRIVE ● Florida Citrus Commission, through J. Walter Thompson Co., New York, planning spot radio campaign using minutes and/or 20-second announcements starting on varied dates from Jan. 1 to Jan. 8 in number of scattered markets. Five announcements weekly for 20 weeks will be placed on some stations and two announcements weekly for five weeks on others.

FLOTILL TO MOVE ● Flotill Products Tasti-Diet, N. Y., spot advertiser, is expected to move its account from Ruthrauff & Ryan, N. Y., to Geyer Adv., N. Y.

TRAVEL SHOW ● Fram Corp., Providence, sponsoring *Vacationland America*, 15-minute weekly travel program starring John Cameron Swayze and his family, over NBC-TV, starting in late Feb. 1953. Time period not set. Agency: Van Sant, Dugdale, of Baltimore.

FITCH AGENCY ● Grove Labs., St. Louis, expected officially to appoint Harry B. Cohen Adv., New York, as its advertising agency for Fitch shampoo. Latter account has been handled by Gardner Adv., St. Louis.

DANCE CAMPAIGN ● Dale Dance Studios, national chain, planning local radio program schedule in Baltimore, Washington, New York and San Francisco, and in New Jersey, starting early in January. Firm will use 10 to 15-minute programs for 26 weeks. Agency: William Warren, Jackson & Delaney, New York.

ALLEN SERIES ● Sportscaster Mel Allen preparing series of 39 five-minute radio programs of sports anecdotes for recruiting service of U. S. Marine Corps. They are to be broadcast on 2,000 stations, starting in early 1953.

MUSICAL TRADEMARK ● Phil Davis Musical Enterprises Inc., N. Y., commissioned by Leonard M. Sive & Assoc. to originate musical trademark for new 1953 Chevrolet.

CONSIDER CAMPAIGN ● Bob Richards Nursery, Div. of Owen Nursery, Bloomington, Ill., considering use of broadcast media after first of year. Schedules being worked on now at C. Wendel Muench, Chicago. Mr. Muench is account executive.

KKTV (TV) JOINS CBS-TV

KKTV (TV) Colorado Springs joins CBS-TV as primary supplementary non-interconnected affiliate, effective immediately, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced Friday. Operating on Ch. 11, station is owned and operated by TV Colorado Inc. James Russell is president.

for more AT DEADLINE turn page

KHQ-TV STARTS TESTS IN SPOKANE WITH 100 KW

KHQ-TV Spokane, Wash., reported it started airing test patterns last Monday at 2 p.m. (PST) with full power of 100 kw. Report was made by Dick Dunning, KHQ-AM-TV president and general manager.

KHQ-TV expects to go on air with commercial programs next month, operating on vhf Ch. 6 (80-86 mc). It will affiliate with NBC-TV and ABC-TV (story page 73).

Due on air Dec. 25 in Spokane is KXLY-TV on Ch. 4 as CBS-TV affiliate that city. KXLY-TV is half-owned by Harry L. (Bing) Crosby and by KXLY, of which E. B. Craney is principal stockholder.

REFUSE TO DISMISS TWA PETITION

NBC, CBS and ABC were thwarted last week in attempt to have dismissed Television Writers of America's petition for certification as bargaining agent for Hollywood writers on network shows.

NLRB Field Examiner Norman Greer ruled this motion must be acted upon by National Labor Relations Board as whole. He continued with hearing in which Screen Writers Guild and Authors League of America have intervened. SWG and ALA, too, had their move for dismissal referred to full NLRB.

Attorneys argued that contract already exists between networks and TV Writers and is bar to TWA petition. They further contended that new union is not representative of craftsmen it seeks to represent.

Desilu Productions Inc., producers of CBS-TV's *I Love Lucy*, respondent to another TWA filing, sought dismissal on grounds that writers of that program are not employes but independent contractors. Hearing which began Thursday was expected to continue well into this week.

DRUG STORE AGENCY

NEA Advertising Agency, Drug Store Adv. Assoc., has been formed by Prof. S. B. Jefferies, chairman of Pharmaceutical Business Administration Dept. of L. I. U. Brooklyn College of Pharmacy and Hilton Soba, management consultant, to handle Pharmaceutical Council of New York. Latter is representative for 4,000 independent retail pharmacies in New York.

Agency plans to use radio and television and other media.

Prof. Jefferies is former director of video trade promotion for National Assn. of Retail Druggists' television show, *Cavalcade of Stars*, which starred Jackie Gleason.

KLZ REPLY TO WOLFBERG MOTION

OPPOSITION to proposal of Denver Television (Wolfberg Theatres) to reopen record in hard-fought Ch. 7 proceeding, in order to correct record, filed with FCC Friday by Aladdin Radio & Television Inc. (KLZ). Contention made that correction of record proposed by Denver TV is "untimely" (see early story, page 74).

In this Issue—

There's talk that somebody may sue the National Collegiate Athletic Assn. in an effort to break up its monopolistic restrictions on telecasting football games. With or without legal action, the explosive question is expected to dominate the NCAA's annual convention, just three weeks away. *Page 23.*

Crosley Broadcasting Corp. is buying WLTV (TV) Atlanta for $1.5 million. The syndicate of 25 businessmen who are selling the station bought it for $525,000 in March 1951, but probably have about $1,250,000 tied up in the property. *Page 23.*

Two rival newspapers owning rival radio stations join to apply for Miami TV. The unique part of this consolidation is that a third party would hold the balance of power. *Page 25.*

The third party in the Miami TV consolidation is Niles Trammell, who resigns as NBC board chairman after almost 30 years' service in RCA and NBC. He'll continue as consultant to both companies. General Sarnoff will return to the NBC chairmanship, at least temporarily. *Page 25.*

In the past two years, a majority of U.S. radio stations have increased their circulation. The 1952 Nielsen Coverage Reports show that small and medium radio outlets have fared better than big ones. *Page 26.*

How big is TV and how big a punch does it deliver? NARTB President Fellows is directed by the association's television board to recommend a research project to measure TV circulation and to outline a plan for TV sales promotion. *Page 27.*

Three Crosley stations in Cincinnati, Dayton and Columbus are granted change to new frequencies and higher power. The FCC originally raised a question as to overlap of the three stations. The decision may ease the sailing for others in somewhat the same boat. *Page 69.*

FCC dashes hope for quick decision on the ABC-United Paramount merger, orders oral argument for Jan. 5. *Page 69.*

Seven TV C.P.'s are granted by the FCC, including one for a commercial uhf station in Los Angeles, where seven vhf outlets are already in operation. *Page 71.*

AFTRA is on the verge of reaching agreement on new radio and television contracts with the networks. *Page 76.*

Upcoming

Dec. 27-29: American Marketing Assn. conferences, Palmer House, Chicago.

Jan. 3: 83d Congress convenes, Washington, D. C.

Jan. 5-10: National Collegiate Athletic Assn. annual meeting, Mayflower Hotel, Washington, D. C.

(Other Upcomings, page 38)

Closed Circuit

(Continued from page 5)

Pres., 64.46% owner of KING-AM-TV Seattle); Portland Television Inc. (Ralph E. Williams Jr., president), and Cascade Television Co. (George C. Sheahan, president, David McKay, vice president, owner of KOLO Reno, KORK Las Vegas and minority owner KGYW Vallejo, Calif.)

THAT new radio project, *Hometown, USA* announced by American Legion touched off minor controversy in Defense Dept. Legion said series would work both ways—with servicemen overseas and families in U. S. recording messages for reciprocal use. Armed Forces Radio Networks don't have adequate facilities, however, to play recordings abroad, though Army Dept. is working on that goal. One of guiding hands behind morale project is Col. Ed Kirby, Army radio-TV chief.

GORDON OLIVE, 54, director of engineering for Canadian Broadcasting Corp., understood resigning next spring to devote his time to farming. W. G. Richardson, assistant chief engineer, will succeed Mr. Olive.

THREE TV APPLICATIONS FILED FRIDAY

THREE requests for new television stations, plus one request to modify license and another to modify CP, filed with FCC late Friday. They are:

NEW APPLICATIONS

Alexandria, La.—Barnet Brezner, uhf Ch. 62 (758-764 mc); ERP 21 kw visual, 11.43 kw aural; antenna height above average terrain 644 ft., above ground 620 ft. Estimated construction cost $178,584, first year operating cost $137,540, revenue $180,000. **Barnet Brezner,** sole owner of applicant, is general contractor in Alexandria and also owns 50% of Red River Construction Co. (general contracting), Shreveport, La. City priority status: Gr. A-2, No. 131.

Montpelier, Vt.—Colonial Television Inc., vhf Ch. 3 (60-66 mc); ERP 6.76 kw visual, 3.18 kw aural; antenna height above average terrain 817 ft., above ground 449 ft. Estimated construction cost $113,150, first year operating cost $150,000, revenue $150,000. Principals include President and Treasurer **George Agel,** Burlington, Vt., attorney, and Clerk **Shirley Agel,** no business interests, who own 50% of stock jointly, and Vice President **Frank Wool,** general contractor and roofer, who owns 50% of stock. City priority status: Gr. A-2, No. 604.

Honolulu, T. H.—Territorial Telecasters, vhf Ch. 13 (210-216 mc); ERP 12.13 kw visual, 7.12 kw aural; antenna height above average terrain 793 ft., above ground 437 ft. Estimated construction cost $158,400, first year operating cost $120,000, revenue $150,000. Principals include President **Christmas Early** (12.5%), actress and employe of KHON Honolulu; Vice President **William B. Murphy,** employe of KPOA Honolulu from 1951 to November 1952; **Ada (Mrs. E. L.) Cragen** (41.7%), war surplus equipment business owner and wholesale hardware, Honolulu; **Jerry J. Neville** (33.3%), owner of Press Dispatch (transoceanic radio communications) and owner of Hawaiian Hills Communications (radio telephone service), both in Honolulu, and **Frank W. Fitch Jr.** (12.5%), electronics consulting

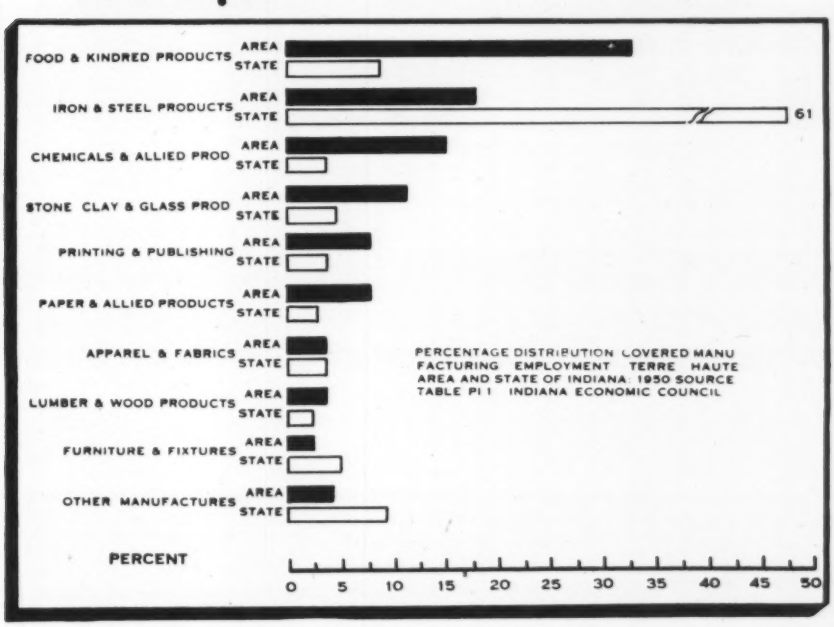
(Continued on page 106)

for more AT DEADLINE see page 106

GROWING FAST!

TERRE HAUTE AREA

... Spearhead of Industrial Development over all of Indiana!


FOOD & KINDRED PRODUCTS
IRON & STEEL PRODUCTS
CHEMICALS & ALLIED PROD
STONE CLAY & GLASS PROD
PRINTING & PUBLISHING
PAPER & ALLIED PRODUCTS
APPAREL & FABRICS
LUMBER & WOOD PRODUCTS
FURNITURE & FIXTURES
OTHER MANUFACTURES
AREA
STATE
61
PERCENTAGE DISTRIBUTION COVERED MANUFACTURING EMPLOYMENT TERRE HAUTE AREA AND STATE OF INDIANA: 1950 SOURCE TABLE P11 INDIANA ECONOMIC COUNCIL
PERCENT
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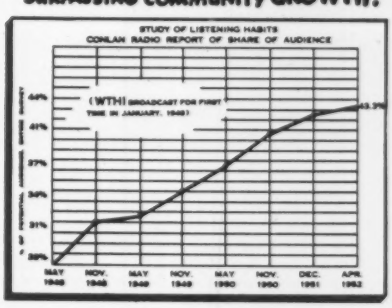
CBS RADIO **WTHI** 1480 AM 99.9 FM

... Steady-Increased AUDIENCE SURPASSING COMMUNITY GROWTH!



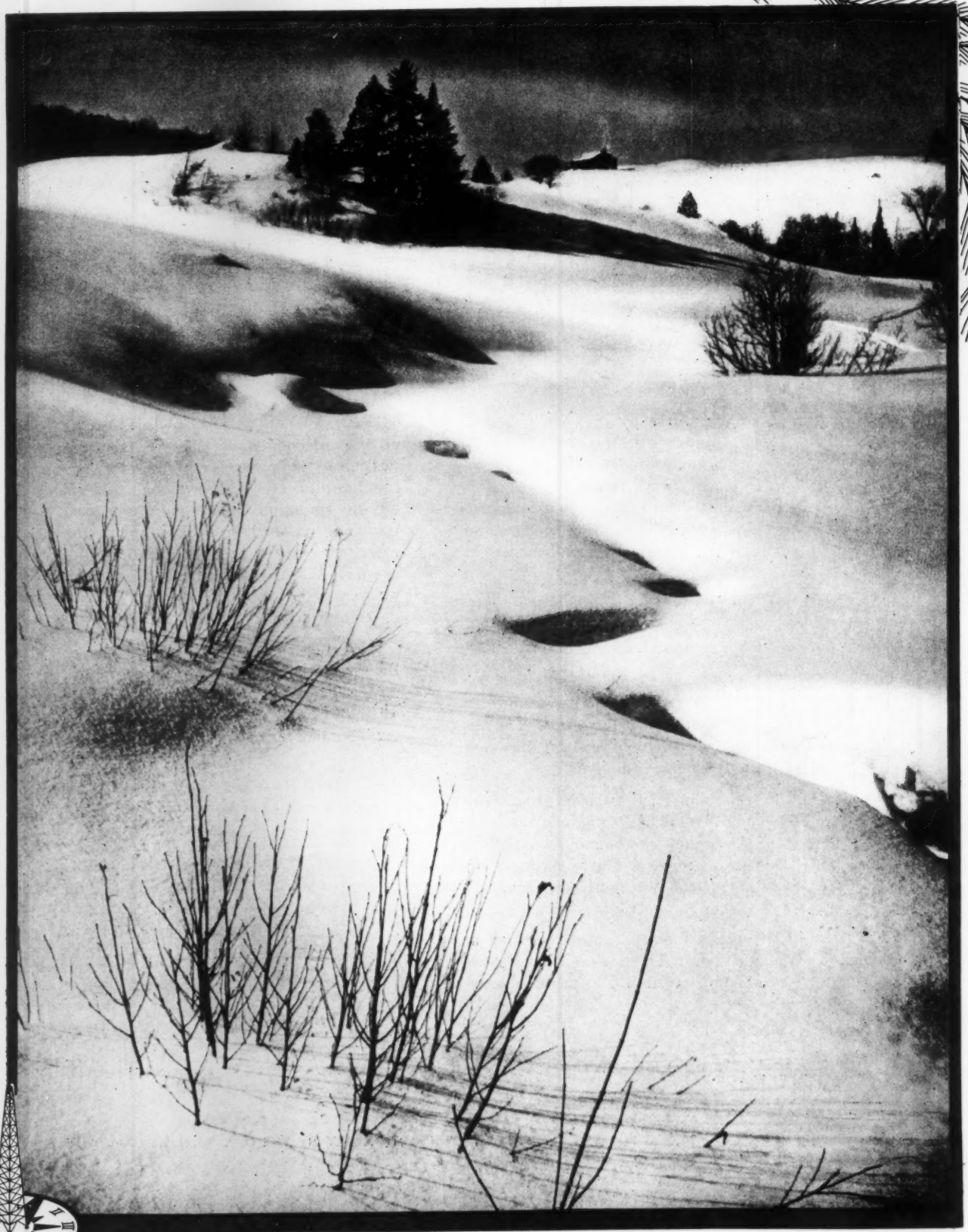
... WTHI is your best medium in this

RICH, GROWING and ISOLATED MARKET.

OUR MOTTO: "Aggressiveness with Imagination"

NATIONALLY REPRESENTED BY THE BOLLING COMPANY, INCORPORATED

SEASON'S G



EDWARD PETRY AND CO. INC.

XUM

REETINGS

To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WFAA*	Dallas / Ft. Worth	NBC / ABC
KOA	Denver	NBC
KSO	Des Moines	ABC
KARM	Fresno	ABC
KPRC*	Houston	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KECA	Los Angeles	ABC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	ABC
WJZ	New York	ABC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix	ABC
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KGO	San Francisco	ABC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the

TEXAS QUALITY NETWORK

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., inc.

CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS

new business

Spot • • •

TV TIME FOODS, Chicago, is using radio jingles and TV kid shows with contests to open new distribution areas nationally for its TV Time Popcorn. New product has been introduced successfully in some 90 markets. Agency: M. M. Fisher & Assoc., Chicago.

J. HENRY HELSER & Co., Portland, Ore., expands sponsorship of *London Calling* to include KPOJ Portland, KSLM Salem, KITO San Bernardino, Calif., and KNEW Spokane. The 15-minute program will be broadcast for 10 weeks on each station.

Network • • •

AMERICAN MACHINE & FOUNDRY Co., N. Y., to sponsor segment of Ford Foundation's *Omnbius* on CBS-TV, Sun. 4:30-6 p.m. effective Dec. 21. Firm is fourth advertiser to sign for sponsorship of program. Agency: Fletcher D. Richards, N. Y.

CENTRAL CALIFORNIA ARTICHOKE GROWERS Assn., Salinas, Calif., will sponsor Junior Rose Bowl Game on 23 CPRN stations, 1:15-4:30 p.m. PST Sat., Dec. 13. Agency: John Cohan Adv., Salinas.

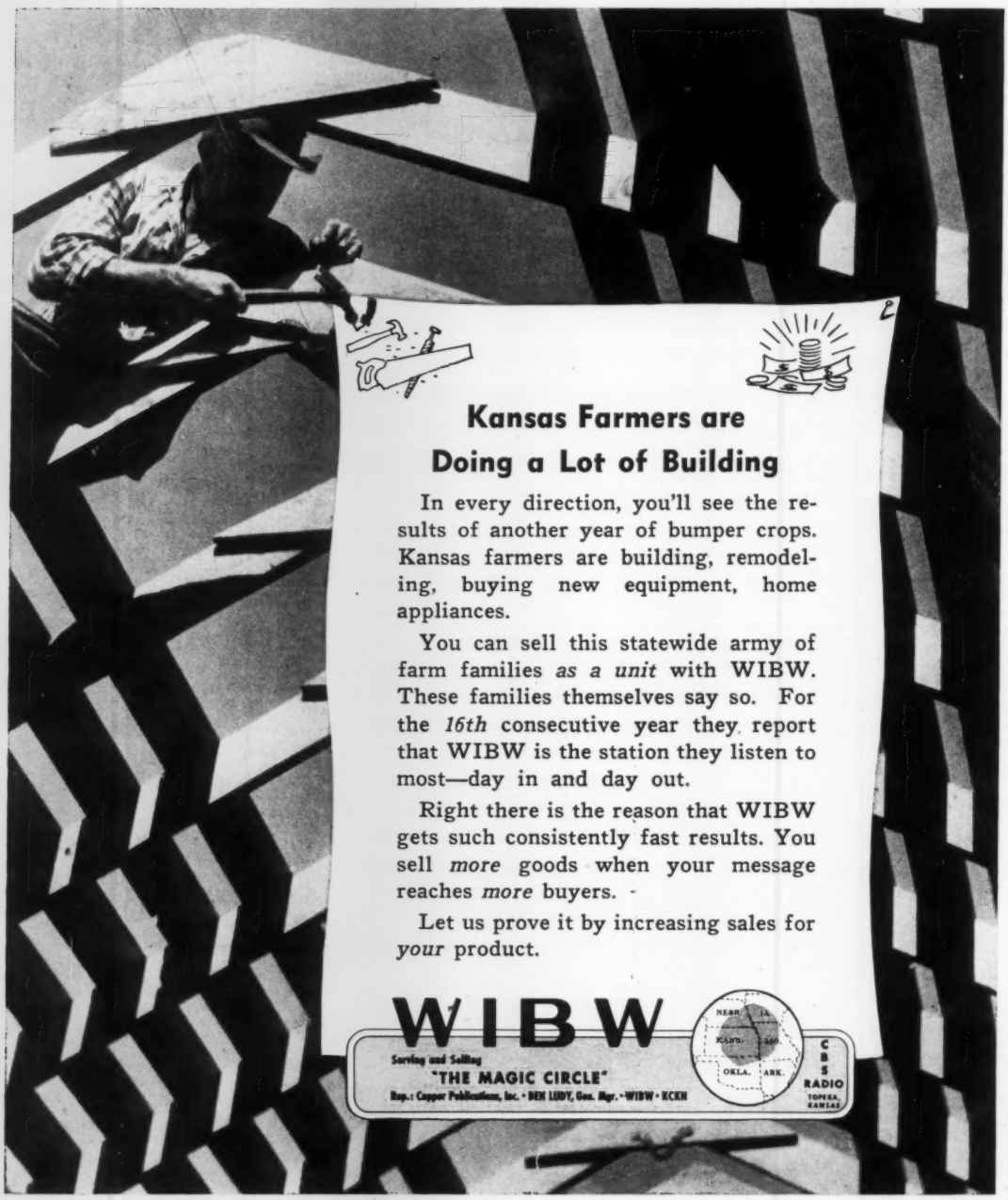
PRUDENTIAL INSURANCE Co., L. A., renews *Virgil Pinkley* on 60 ABC radio Pacific & Mountain stations, 5:15-5:30 p.m. PST, Mon.-Fri., for 52 weeks from Dec. 29. Agency: Calkins & Holden, Carlock, McClinton & Smith Inc., L. A.

FORD MOTOR Co. reportedly set to sponsor five-minute newscasts by Robert Trout on CBS Radio five times weekly, Mon.-Fri., 10:30-35 p.m. EST, starting in January. Agency: J. Walter Thompson Co., N. Y.

EDWARDS FOOD Co., S. F. (supplier for Safeway stores), starts *Art Baker and the News* on 14 NBC Western radio stations, Mon. through Fri., 4:55-5 p.m. PST, for 13 weeks. Agency: M. E. Harlan Adv., S. F.

MERCURY TELEVISION & RADIO Corp., L. A., starts Chet Huntley's news commentaries on 30 ABC Pacific & Mountain radio stations, five times weekly, 5:30-5:45 p.m. PST, for 52 weeks from Jan. 1. Agency: Edwards Agency, L. A.

REGAL AMBER BREWING Co., S. F., renewed *Tom Hanlon's Press Box* on 12 CBS California radio stations, Sat., 5:30-5:45 p.m. PST, for 13 weeks from Dec. 6. Agency: Abbott Kimball Co., S. F.


Kansas Farmers are
Doing a Lot of Building
In every direction, you'll see the results of another year of bumper crops. Kansas farmers are building, remodeling, buying new equipment, home appliances.
You can sell this statewide army of farm families as a unit with WIBW. These families themselves say so. For the 16th consecutive year they report that WIBW is the station they listen to most—day in and day out.
Right there is the reason that WIBW gets such consistently fast results. You sell more goods when your message reaches more buyers.
Let us prove it by increasing sales for your product.
WIBW
Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN
NEBR.
KANS.
OKLA.
ARK.
CBS RADIO
TOPEKA, KANSAS

FRAM Corp., Providence, R. I., plans early spring sponsorship of new 15-minute series titled *Vacationland America*, on NBC-TV. Series will star John Cameron Swayze and his family. Agency: VanSant, Dugdale & Co., Baltimore.

FAITH FOR TODAY (formerly called Voice of Prophecy) has renewed its half-hour title series on ABC-TV, Sun., 12:30-1 p.m. EST, effective Jan. 4, for 52 weeks. Agency: Rockhill Co., N. Y.

STANLEY HOME PRODUCTS Inc., Westfield, Mass., sponsoring Boys Town choir of 50 voices for fifth straight year in program of Christmas carols and Christmas music over ABC radio, Dec. 21, 5-5:30 p.m. EST. Agency: Charles W. Hoyt Co., N. Y.

MUTUAL BENEFIT HEALTH & ACCIDENT Assn., Omaha, renews *On the Line With Bob Considine* on NBC-AM-TV for 52 weeks. Radio show, Sun., 2:30-2:45 p.m., becomes effective Jan. 19; TV renewal for Tues., 9:45 p.m. on 20 stations, begins Jan. 27. Agency: Bozell & Jacobs, Omaha.

BENDIX HOME APPLIANCES, South Bend, Ind., sponsoring 13 five-minute participations in NBC-TV's *Today* Feb. 23-April 3. Agency: Earl Ludgin & Co., Chicago.

Agency Appointments •

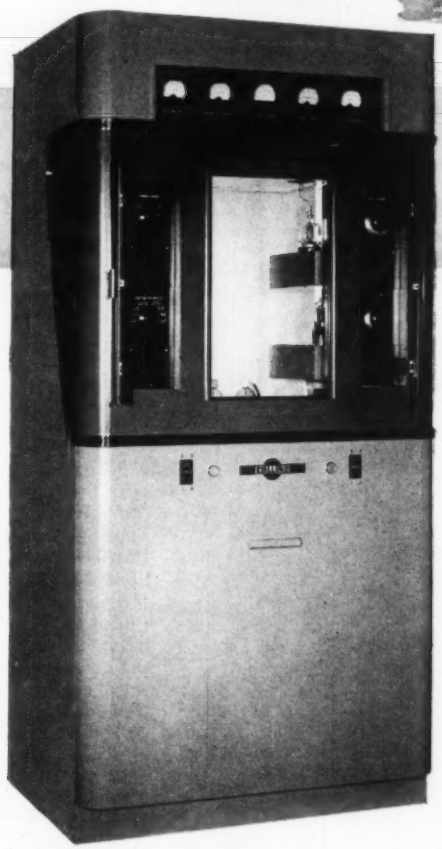
SOLAR LIGHT Mfg. Co., Chicago, appoints Bozell & Jacobs Inc., same city. Account executive is HAROLD KAPLAN.

MINNEAPOLIS BREWING Co., Minneapolis, appoints Bruce B. Brewer & Co., same city.

(Continued on page 64)

in building monuments . . .

or broadcast transmitters . . .



Collins 300J 250 watt
Broadcast Transmitter

ENGINEERING
makes the difference

The best manufacturing processes in the world can't create a quality product without sound, advanced engineering — whether you're building monuments or broadcast transmitters. The Collins 300J transmitter has engineered features that give you *superior* performance, *minimum* operating and maintenance costs and *maximum* dependability.

Enclosed in the full-size, two-tone grey cabinet of this 250 watt transmitter are other engineering accomplishments that have established Collins as the leader in broadcast equipment quality. Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

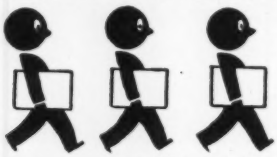
Dogwood Road, Fountain City
KNOXVILLE

TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.



agency

FREMONT J. KNITTLE, vice president of Market Research Corp., N. Y., to Robert W. Orr & Assoc., same city, as vice president in charge of marketing and research.

MARTIN T. KANE Jr. to media department, Hewitt, Ogilvy, Benson & Mather Inc., N. Y., as radio-TV timebuyer.

Mr. Kane

JOHN T. McHUGH elected senior vice president, The Joseph Katz Co., Baltimore. Following agency personnel were elected vice presidents: **ROLAND BRAVE** and **EDGAR KASSAN,** account and copy executives; **GEORGE C. ADAMS,** art director, and **STANLEY E. BLUMBERG,** manager of retail department.

RICHARD W. LIPPMAN, Ed Shapiro Inc., Phila., to Lavenson Bureau of Adv., same city, as account executive.

NEAL D. IVEY Jr., Neal D. Ivey Co., Phila., has formed own agency.

LUCREZIA KEMPER, manager, Albert Frank-Guenther Law Inc., S. F., elected vice presidency of agency.

on all accounts

THE wearability of Schwimmer & Scott commercials has saved a number of clients a lot of money. Some radio trick lines, created as long ago as 10 years, are still in use.

A few film commercials shot in 1948 are still aired occasionally. That shooting was the TV debut of Bob Knapp, radio-television director of the Chicago agency. He worked on location with a camera crew for 28 straight hours.

The pace has slackened a bit now, but S & S continues as a Chicago leader in the broadcast business, handling some 30 such accounts. Mr. Knapp is creative director on all radio-TV business, supervising a department of 10 persons whose functions are divided between writing and production.

He has been with the agency since 1939, when he was hired as a writer after submitting "cold" a successful sales pitch by letter.

Bob Knapp was born in Bloomington, Ill. He lived later in Louisiana, where his father, who was head of the music department at the U. of Wyoming (now a newspaperman), acquired an orange grove without oranges. One day while his father was singing from a remote control studio at Lake Charles for a station in nearby Beaumont, the young Knapp took over a bread commercial and also worked the board.

He was hired, and his indoctrination included one and one-half hours daily remote duty for six months. Thoroughly converted to radio, he journeyed as an announcer-producer-writer to Memphis, Shreveport, Cincinnati and elsewhere.

Mr. KNAPP

He settled in Chicago after marrying a librarian whom he'd met at the Chicago World's Fair. She is the former Patricia Bryan, now librarian of George Williams College, Chicago. They have many mutual interests, among which are "amateur independent politics", photography, jazz, golf and traveling, and "even radio and TV."

Mr. Knapp deviated from his parent's classical music patterns by taking up the vibraphone, which he learned during off-hours at radio stations when the records he was turning bored him. Politics and civic affairs take most of his spare time, however. He is a past board member of the Independent Voters of Illinois, a board member of the

(Continued on page 64)

beat

LELAND C. ARBUTHNOT to Patch & Curtis Adv., Long Beach, Calif., as vice president in charge of marketing.

JEAN G. LALONDE appointed radio-TV director of Stewart-Bowman-Macpherson Ltd., Toronto.

LEE LAUFER, editor, *Industrial News*, L. A., to Elwood J. Robinson & Co., that city, as director of publicity.

STANFORD MEIGS, account executive, Leo Burnett Co., Chicago, named manager of agency's N. Y. office. He replaces **DONOUGH PRICE**, resigned.

MARILYN LAND, media director, Yambert-Prochnow Inc., Beverly Hills, to Vick Knight Inc., Hollywood, in same capacity. **ROBERT B. JARVIS**, publicity director, 1952 Red Feather Campaign, L. A., rejoins Vick Knight as director of creative activity.

HAMILTON Adv., Chicago, will merge with **REINCKE, MEYER & FINN**, same city, Jan. 1, with headquarters at 520 N. Michigan Ave., where RM&F is now located. **JOHN J. LAWLER**, Hamilton president, and **CLAIRE C. LOVELESS**, vice president, worked previously for RF&M.

LEONARD FORSGREN, account executive, Searcy Adv. Agency, Portland, Ore., elected vice president. Agency has moved to 530 S. W. 10th St., that city.

WILLIAM DRAGER, Fuller & Smith & Ross, N. Y., to Morey, Humm & Johnstone, that city, as director of research.

WALTER W. MEAD, Sullivan, Stauffer, Colwell & Bayles, N. Y., to Dancer-Fitzgerald-Sample, that city, as copy supervisor.

EDWARDS AGENCY and **JAMES K. SPEER**, both L. A., elected to membership in Southern California Adv. Agency Assn.

HAYES MacFARLAND, board chairman of MacFarland, Aveyard & Co., Chicago, elected a director of Hallicrafters Co., same city.

SID KAHN, recently separated from U. S. Navy, to Carson-Roberts Inc., L. A., as production manager.

LEWIS S. ROSS, formerly vice president, Hosler Adv., Peoria, Ill., and **ROBERT L. FLINK**, former art director, John H. Wells & Assoc., Chicago, have formed **ROSS Adv.**, Peoria. Mr. Ross will serve as president; Mr. Flink as vice president.

EDWARD B. SCULL, account executive, Geare-Marston Inc., Phila., to Gray & Rogers, same city, in contact department.

WILLIAM REGA to MacFarland, Aveyard & Co., Chicago, as radio-TV director.

ROBERT E. ADAMS, H. M. Dittman Adv., Phila., forms own agency in that city.

CARTER CORDNER, Lennen & Newell, N. Y., to copy staff, Sherman & Marquette, same city.

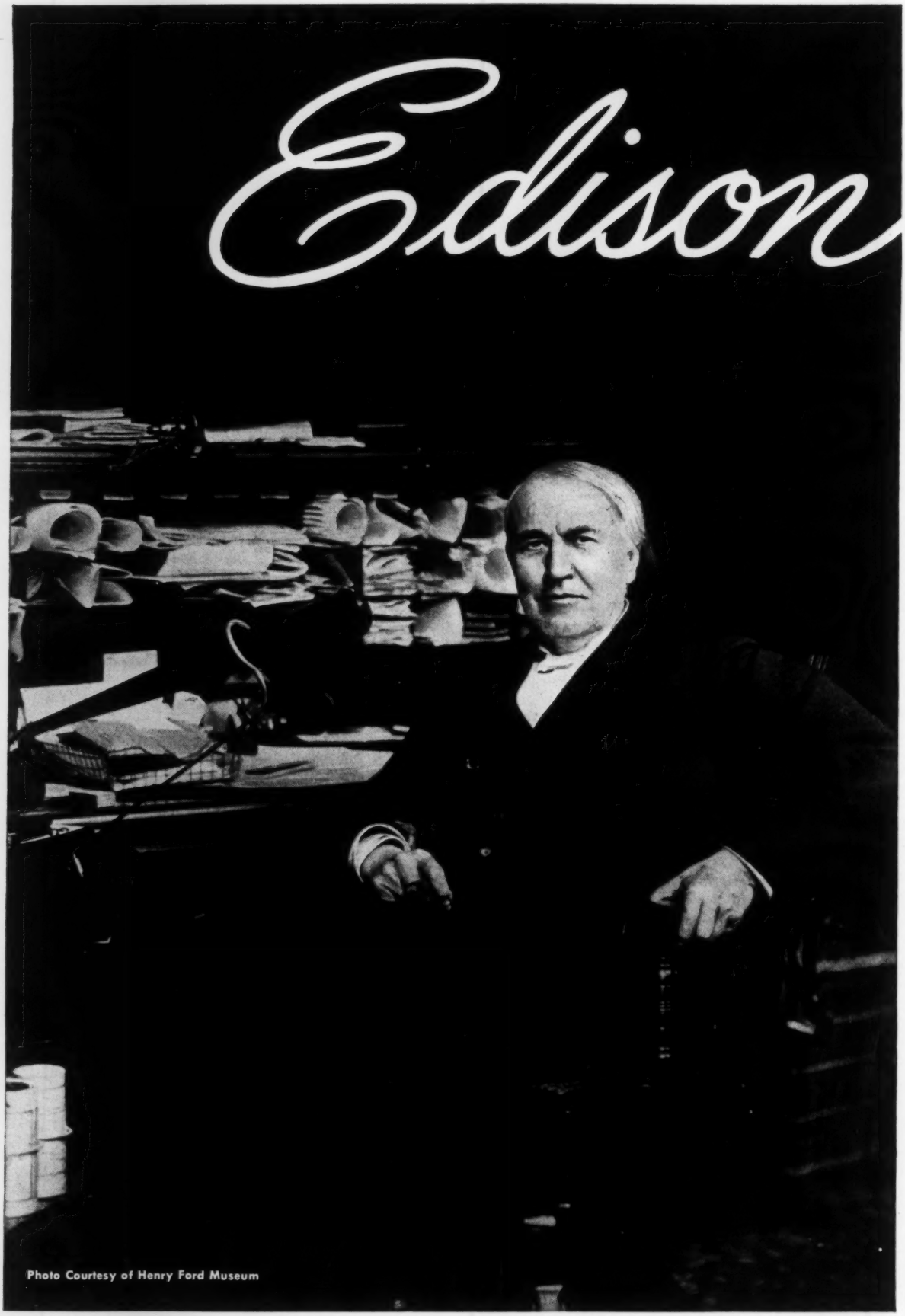
FREDERICK GOLDMAN, copy chief, Adrian Bauer Adv., Phila., promoted to merchandising director.

LEE LAUFER appointed director of publicity department, Elwood J. Robinson Adv., L. A.

OSCAR E. RUDSTEN, president, Arnold & Co., Boston, forms **OSCAR E. RUDSTEN & Assoc.**, 262 Washington St., same city.

HARRY FEIGENBAUM Adv., Phila., relocates at 1922 Spruce St., same city.

1057 FEET HIGH
(2699 Feet Above Sea Level)
NOW
NEW GIANT TOWER
PLUS MORE POWER
FOR WBEN-TV
AND WBEN-FM
NOW
WBEN-TV now carries your television sales message clear and strong to over one million potential customers never reached before with Grade A coverage. This increase makes WBEN-TV Grade A reception available to a total of 2,144,000 people — all concentrated in the high income areas of Western New York, Western Pennsylvania, and Southern Ontario.
Check with our representatives for further facts on the great productive market served exclusively by WBEN-TV, and WBEN-FM in combination with WBEN-AM.
Effective Monday, Nov. 24, WBEN-TV increased power from 16.2 KW to 50 KW ERP. WBEN-FM increased from 6 KW to 105 KW. (WBEN-FM carries WBEN'S regular programs.)
WBEN TV FM
NBC BASIC • BUFFALO
WBEN-TV Rep. — HARRINGTON, RIGHTER & PARSONS, INC. New York, Chicago, San Francisco.
WBEN and WBEN-FM Rep. — HENRY I. CHRISTAL CO. New York, Chicago, San Francisco.


Edison
Photo Courtesy of Henry Ford Museum

. . . a name to remember

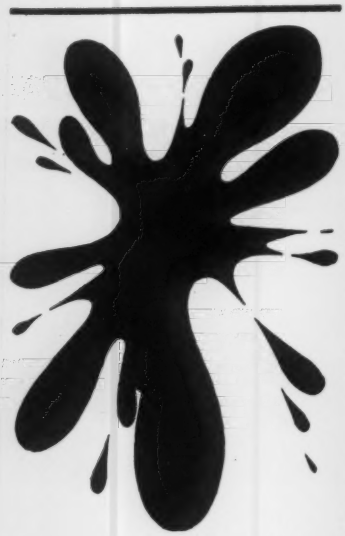
No one was more surprised than Thomas A. Edison when in 1877 a cylinder covered with tin foil faithfully repeated words he had spoken. Many years later, as he listened to a modern recording, he may well have remembered those first words. They were simple, "Mary had a little lamb . . .", but the uproar they created swept 'round the world. They heralded a new day in the world of communications. Few people those days recognized the true scope of this invention or even what tremendous influences it was destined to have in almost every industry.

One of the most widespread influences has been in the field of radio. Edison's discovery paved the way for programming as we know it today, opening vast new opportunities for popular broadcasting . . . opportunities that have made possible the progressive policies and rapid growth of the STORER BROADCASTING COMPANY. This year STORER STATIONS are celebrating 25 years of broadcasting in the public interest. This public trust is a responsibility that has been accepted and firmly maintained for this quarter century. It has built a strong following in each of the eight markets served by STORER STATIONS . . . stations where wise buyers hear what wise sellers have to say.

STORER BROADCASTING COMPANY

WSPD, Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va. • **WAGA,** Atlanta, Ga.
WGBS, Miami, Fla. • **WJBK,** Detroit, Mich. • **WSAI,** Cincinnati, O. • **WSPD-TV,** Toledo, O.
WJBK-TV, Detroit, Mich. • **WAGA-TV,** Atlanta, Ga. • **KEYL-TV,** San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498



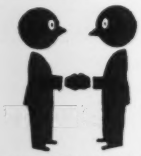
WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL
YOUR BEST BUY IS
FIRST in WASHINGTON
WRC NBC
980 KC • 93.9 FM
Represented by NBC Spot Sales



feature of the week

DETROIT'S largest jewelers concern and biggest user of television in that market, according to WJBK that city, is programming to late night-early morning radio listeners in addition to sponsoring concurrent time on television.

Assuring itself of maximum unduplicated coverage in the Detroit market, Rose Jewelers has inaugurated *Symphony Hall*, a two-hour musical broadcast beginning at 11:30 every night on WJBK.

Symphony Hall is aired in direct competition with heavy video programming in the area. The musical show, according to WJBK General Sales Manager Harry R. Lipson, is aired exclusively on that station while the jewelers firm itself sponsors movies on television beginning at 11:15 p.m.

Rose Jewelers' President Emil Rose and his associates, according to Mr. Lipson, inaugurated the WJBK program after a careful analysis of the radio market which indicated a substantial radio tune-in at 11:30. WJBK was chosen for its high listenership and its reputation as a music station, Mr. Lipson said.

An outstanding feature of the program is presentation of a complete work without interruption,

APPROVING two-hour WJBK musical show are station's Messrs. Murphy and Lipson (standing, l and r) and sponsor's President Rose.

* * *

according to Mr. Lipson. Musical selections include classical, semi-classical, pop-concert and theatre music. Host and commentator on *Symphony Hall* is Bob Murphy, WJBK personality.

The sponsor, a shrewd Detroit merchandiser who realizes the importance of radio in producing sales, added the two-hour musical show to assure completion of its local sales picture, Mr. Lipson said.

strictly business

Mr. COFFIN
. . . radio to sell TV sets

THE more than half-dozen words that make up the title of Ralston H. Coffin—director of consumer products advertising and sales promotion for RCA Victor—take in a lot of territory.

Certainly, Mr. Coffin, who is coordinator of these activities in the company's consumer products departments, each of which operates as a separate independent unit, must do just that—take in a lot of territory.

In his advisory capacity, Mr. Coffin must determine promotion policy on such varied products and activities as Victrola phonographs, radio and television sets, records and the RCA Service Co.

Radio and television advertising accounts for nearly a third of RCA Victor's advertising budget. Thus, Mr. Coffin has some practical experience to support his belief that:

"Radio is the better medium for the sale of television sets to new owners. But to trade up present owners to larger size tubes or different models, where demonstration is vital, television can do a better job."

Radio is used extensively by

(Continued on page 102)

PROGRAM PERSONALITIES
SELL YOUR PRODUCT!

PAUL "BUZZ" BERLIN—("Mission in Music" — "Dinner Date") Houston's Number One — the most popular radio personality ever to hit town — with an audience greater than all other pop music jockeys combined!

WALTER COLVIN—("Joe's Show" — "Spinner Sanctum") Known as "Joe Chrysanthemum" to a tremendous following of both Negroes and whites, Walt spins the finest platters in the jazz, blues, and be-bop department.

BIFF COLLIE—("Collie's Corral"—"Houston Hoedown") Billboard-rated as one of the top Western jockeys in the nation, Biff's sensational popularity and loyalty to his commercial products makes him the finest sales vehicle in the market.

BILL CRAWFORD—(News—"Dateline Houston") Bill gathers and reports local, national, and world news daily over K-NUZ. Legman, reporter, editor and writer — Crawford is second to none in Houston!

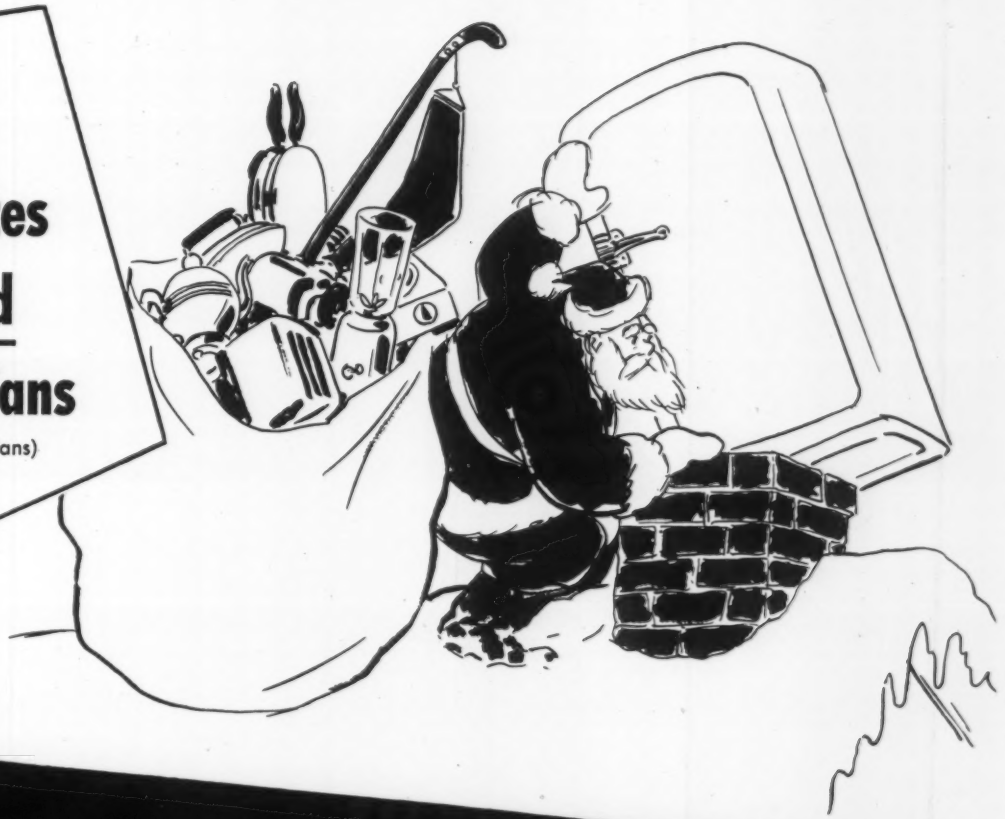
FOR CONSISTENT SALES RESULTS, PUT YOUR PRODUCT ON A K-NUZ PERSONALITY PROGRAM

Call FORJOE
National Representative
Or DAVE MORRIS,
General Manager
at KEystone 2581
Houston, Texas

K-NUZ
HOUSTON'S LEADING INDEPENDENT

To sell Appliances to inland Californians

(and western Nevadans)



. . . Be on the Beeline

Appliances or automobiles, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

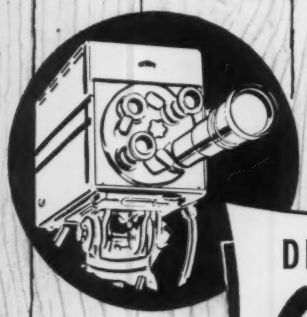
KFBK-FM	KMJ-FM	KERN-FM	KBEE-FM
Sacramento 96.9 megacycles, channel 45	Fresno 97.9 megacycles, channel 50	Bakersfield 94.1 megacycles, channel 31	Modesto 103.3 megacycles, channel 77

A million people listen to the Beeline every day

Another
DU MONT
Station

COMPLETE TELECASTING EQUIPMENT

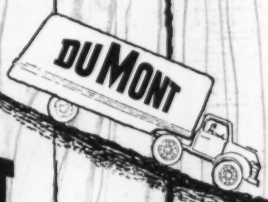
ON SCHEDULE



DESTINATION:

COLORADO SPRINGS

TV COLORADO, INC.



All eyes turn to "Lucky Channel 11" as 265,000 people watch TV become a reality. Du Mont, the leader in successful telecasting "starts" across the country, marks another TV "first" in Central Colorado.

The nation's newest TV station to throw the "big switch", is on-the-air. Du Mont is proud to have been selected to give television to the people in this great Colorado area—on schedule!

RUSH

DU MONT

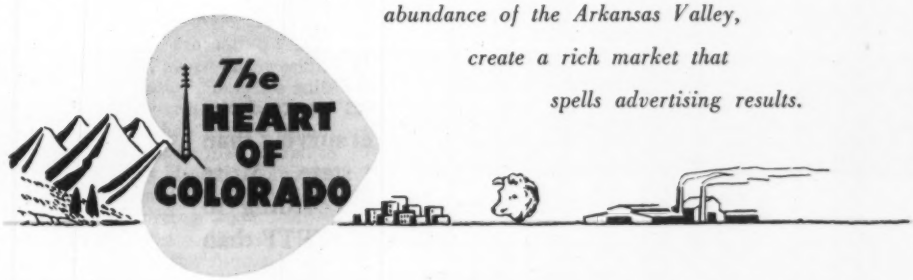
TELEVISION TRANSMITTER DIVISION
Allen B. Du Mont Laboratories, Inc.
1500 Main Avenue, Clifton, N. J.

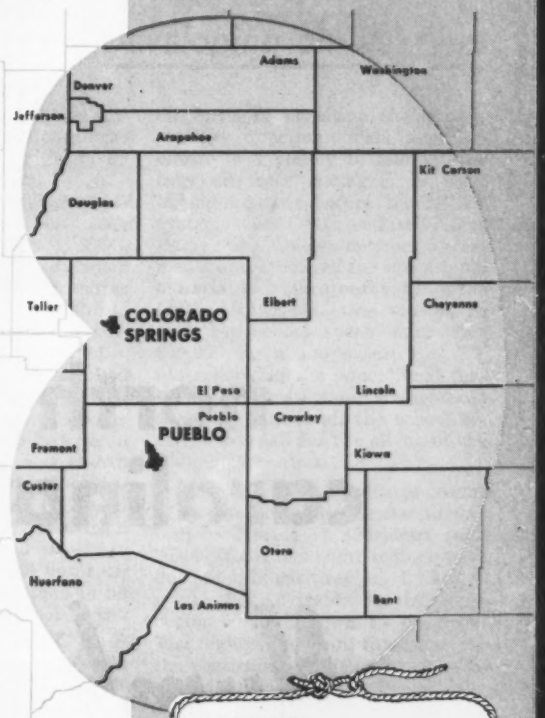
all eyes turn to "Lucky Channel 11"

COLORADO SPRINGS

Serving **COLORADO SPRINGS** *and* **PUEBLO**

The light manufacturing of Colorado Springs, heavy industry of Pueblo, and the agricultural abundance of the Arkansas Valley, create a rich market that spells advertising results.





KKTV

From the heights of Cheyenne Mountain —nearly a mile above the market area channel 11 booms your sales message to ***265,000*** *new potential customers in the fast growing Colorado market*

COLORADO SPRINGS *second largest retail market in the state.*

PUEBLO *with the largest steel mill west of the Mississippi — market place for the rich Arkansas Valley*

POPULATION*	**265,000**
FAMILIES	**75,000**
RETAIL SALES	**$248,288,000**
DRUG SALES	**$9,564,000**
HOME FURNISHINGS	**$14,086,000**
BLDG. MAT. HDWR.	**$24,549,000**
APPAREL	**$11,469,000**

County	*Population*
EL PASO	75,700
PUEBLO	91,300
ELBERT	4,600
CROWLEY	5,300
DOUGLAS	3,600
OTERO	25,800
LINCOLN	6,000
ARAPAHOE	52,700

*Estimates based on figures from the SRDS Consumer Markets Survey of 1951-1952.

TV COLORADO, INC.
115 East Mill St.
Colorado Springs, Colo.
JAMES D. RUSSELL
President General Manager
ROBERT D. ELLIS
V.P. National Sales Manager

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

north carolina's

Number 1 Salesman

WPTF

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

Vol. 43, No. 24 DECEMBER 15, 1952

RESENTMENT TOWARD NCAA

Developing on TV Plan

MOVES developing inside National Collegiate Athletic Assn. to break down the tight football TV monopoly gathered speed last week as behind-scenes talk of damage suits was heard at several points.

The chance that multi-million-dollar suits might be filed served to emphasize the wide public and industry resentment of NCAA's tactics in enforcing its so-called monopoly by threats. Several major developments in the football area occurred last week, with NCAA's annual convention in Washington, D. C., just three weeks away.

Developments included:

● NCAA charged by Arch Ward, *Chicago Tribune*, with operating "unworkable, unmoral and un-American" monopoly based on use of "fear" tactics.

● Deceptive use of NORC data by NCAA charged by C. L. Jordan, N. W. Ayer & Son executive vice president, who claimed NCAA has never been able to show TV causes a decline in gate.

● High Notre Dame official charged NCAA controls "are not in public interest."

● Survey by *Chicago Herald-American* showed five midwest colleges "don't need" NCAA's "protection."

● Big 10 Conference urged NCAA to drop national control for regional telecasting of football (see story, page 70).

● Top Southeastern Conference official, Dr. J. H. Miller, U. of Florida president, advocated regional TV schedule.

Grounds for Action

Thus far the talk about filing damage suits against NCAA, individual colleges, telecast facilities and sponsors has not reached the point of imminent action. It's known, however, that interests affected by the NCAA monopoly feel they have grounds for damage suits because of what they consider a conspiracy to freeze them out of football telecasting.

More than one aggrieved college is understood to be seriously considering legal action.

At this stage none of the groups is willing to come out in the open. Legal angles of the situation have been explored, however, and a number of attorneys feel NCAA is highly vulnerable to damage suits.

The charge by Arch Ward that NCAA was using "fear" tactics in an "unworkable, unmoral and un-American" monopoly was made Thursday night in the DuMont TV Network program *The Author Meets the Critics*. Mr. Ward is author of an article in *Sports* magazine that gives NCAA a shaking-up because of its plan.

Suppose a college with a strong science school made threats to its smaller college neighbors to close down their science departments, Mr. Ward suggested in describing the way NCAA's plan operates to squeeze all but a handful of college teams out of TV coverage. He recalled that the Ivy League and Big 10 froze radio out of football three decades ago only to have the late Knute Rockne break up the ban by offering Notre Dame football to radio.

Loss Less in TV Areas

Mr. Jordan claimed NCAA's reports prepared by NORC actually show that games in TV areas drew 4% fewer persons whereas the loss in non-TV areas was 10%. He cited specific tables in the study.

Capt. Tom Hamilton, U. of Pittsburgh athletic director, said NCAA wants to save the game of football from TV and preserve athletic training programs for college students. Capt. Hamilton defended the NCAA policy against criticism by Mr. Ward and Mr. Jordan.

Theory that TV hurts gate attendance was ridiculed last week by Fr. Edmund P. Joyce, CSC, executive vice president of Notre Dame U. and secretary-treasurer of Michiana Telecasting Corp., Notre Dame subsidiary and applicants for commercial uhf Ch. 46.

He told B•T radio originally had been under criticism because of a belief it hurt the gate at sports events. When efforts to ban radio were made, he said, it was shown conclusively that broadcast coverage helped schools get increased stadium attendance. "Television may do the same," he added.

Arguing against NCAA controls, Fr. Joyce said controls "tend to be restrictive, and they are not in the public interest." Referring to a projected scheme of NCAA to share a percentage of television receipts with all member schools, the Notre Dame official termed this suggestion "socialistic" and one which many lawyers think is "illegal" and in violation of federal anti-trust laws.

He said control of Notre Dame football telecasts has taken the emphasis off education, the school's primary function. This angle is omitted completely in telecasts as they are now managed, he said, explaining that before the NCAA system went into effect Notre Dame made its own network agreements and arranged for educational material to be incorporated into the football telecasts. One season, he said, the school spent more than $50,000 for a single series of TV films showing the educational features of Notre Dame. He reported that this sum is all the school received last fall for the airing of the Oklahoma contest.

Dr. Miller, who is vice president of the Southeastern Conference as well as Florida U. president, said, "The NCAA has eight regions with good men in each region. I think it would be advisable to let each region handle its own TV program. The regions are more familiar with the particular problems involved in televising football games in their areas. It's a ticklish matter that will require a lot of study but I don't think a nationally controlled program by the NCAA is the best answer. Maybe the regional method wouldn't be ideal either, but it

(Continued on page 38)

WLTV SALE

To Crosley for $1.5 Million

NEGOTIATIONS for the acquisition of WLTV (TV) Atlanta by the Crosley Broadcasting Corp. for a reported price of $1.5 million were completed last Friday. It was expected that the application for transfer from Broadcasting Inc. will be filed forthwith with FCC.

James D. Shouse, chairman of the board of Crosley, and vice president of its parent Avco Corp., was in Atlantia last Thursday and Friday for the closing of the contract whereby the capital stock of the station, held by 25 prominent Atlanta businessmen, would be acquired. The station has been on the air since Oct. 1, 1951, and in its 13th month of operation began showing black ink [B•T, Nov. 17].

A joint announcement Friday by Messrs. Shouse and Lane said:

"The Crosley Broadcasting Corp. announced today that an agreement has been reached with the stockholders of Broadcasting Inc., owners and operators of television station WLTV, Atlanta, for the purchase of all the outstanding capital stock of that company, subject to approval by the FCC."

Crosley pointed out Avco already has a major investment in the South at Nashville, where it is heavily engaged in the manufacture of appliances, freezers, ranges etc.

Crosley now is the operator of three television stations and two broadcasting outlets, as well as several international shortwave stations functioning as part of the Voice of America operations. The TV stations are WLWT Cincinnati, WLWD Dayton and WLWC Columbus. The 50 kw WLW operates in Cincinnati, and Crosley also owns WINS, New York independent. Crosley also is an applicant for TV stations in Indianapolis and Toledo.

WLTV is an ABC outlet and operates on Ch. 8, with effective radiated power of 23.8 kw visual and 12.5 kw aural. It holds a construction permit for the maximum Ch. 8 power of 316 kw, however, and is now awaiting CAA clearance of its new antenna site.

Robert E. Dunville, Crosley president and general manager, was in Atlanta a fortnight ago to inspect the WLTV operations with William T. Lane, vice president and general manager, who placed the station on the air. Mr. Lane left the co-ownership and managership of WAGE Syracuse to become operating head and minority stockholder of WLTV. In the transaction, he is slated to sell his

(Continued on page 36)

THROWER QUITS

Hylan Succeeds at CBS-TV

FRED M. THROWER resigned as vice president in charge of network sales for CBS Television last week, effective today (Monday) and is succeeded by Eastern Sales Manager William H. Hylan.

Both the resignation and the appointment were announced by CBS-TV President J. L. Van Volkenburg. It was understood that policy differences led to Mr. Thrower's resignation.

Mr. Thrower said his future plans would be announced later and that, in the meantime, he would spend part of his time in helping Audio-Video Products Corp. launch its first major entry into the TV package field. He is a substantial stockholder and a director of Audio-Video.

President Van Volkenburg said he accepted the Thrower resignation "with considerable regret." He asserted:

"The outstanding gains that CBS Television Network sales have enjoyed during the past year, and the fact that this network has led all others in increased gross billing is due to Mr. Thrower's efforts and leadership in no small measure. Naturally, we all wish him every success in his new endeavors."

Mr. Thrower joined CBS-TV in November 1951 after nine years as a vice president of ABC. Before that, he was with NBC from 1929 to 1942 as an account executive and as a member of the program department.

Mr. Hylan

Mr. Thrower

Mr. Hylan, the new vice president in charge of network TV sales, has been with CBS since 1937 and in the eastern sales managership for the past year. For the preceding six months he had been assistant sales manager, including service as head of color TV sales during the period CBS-TV engaged in commercial colorcasting. He was an account executive in CBS-TV sales during the 1948-51 period.

Servel Ad Budget

SERVEL INC., Evansville, Ind., has allotted $6 million for its overall 1953 advertising budget to promote a new product line featuring the "Ice Maker" refrigerator. The budget will include a radio-television campaign totaling 5,000 spots in 80 markets. Starting date would be around mid-March. Hicks & Greist, New York, is the agency.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Now, Johnny, you have 15 seconds . . . what's the capital of Colorado?"

TONI BUSINESS

Four Agencies Split

TONI CO., division of Gillette, split its $10 to $12 million yearly advertising budget among four Chicago agencies last week after the account was resigned by Foote, Cone & Belding, same city. [B•T, Dec. 8.]

Weiss & Geller, which formerly handled the Prom home permanent account, gained the largest chunk of business, getting an estimated $4 million worth in Toni home permanent and Tonette, a companion home permanent designed for children.

Don Paul Nathanson, W & G vice president and former advertising manager of Toni, is account supervisor on all Toni products.

Other Account Executives

Account executive on the new products is Eugene Cooper. Prom home permanent, previously handled by Weiss & Geller, has moved to Leo Burnett, which now has Bobbi home permanent. Bobbi, when the changeover is completed March 1, will go to Tatham-Laird. John Willem, a vice president of Leo Burnett, is account executive for Bobbi.

The executive on Toni products at Tatham-Laird is James McEdwards. That agency continues White Rain shampoo and Toni Creme rinse, in addition to the new Bobbi business. Tatham-Laird, as well as Price, Robinson & Frank, has tested products in behalf of the client.

P R & F was named to handle Toni Creme shampoo, formerly billed through Foote, Cone & Belding. Guy Mercer is the P R & F account executive.

How They Rank

Agency rank, in terms of billing: Weiss & Geller, Tatham-Laird, Leo Burnett and Price, Robinson & Frank.

Leo Rosenberg, vice president of Foote, Cone & Belding, and Jerry Stolzoff, F C & B account executive, will continue as Toni account supervisors until the switch is completed.

NEFF-ROGOW

Agency to Terminate Jan. 1

WILLIAM ROGOW, president of Neff-Rogow, New York, last week announced the termination of his agency effective Jan. 1.

Mr. Rogow explained that after 25 years of applying himself to radio and television he had decided to take a six-month trip to Europe for a rest. He will be accompanied by Mrs. Rogow.

Mr. Rogow told BROADCASTING • TELECASTING that he had notified his clients of his determination to disband the agency in September. He thought that new affiliations would be announced shortly.

The agency handled the spot radio and television activity of Bond Stores, Melville Shoes, and Martinson's Coffee.

Bond Stores, New York, it was learned, plans to appoint Biow Co., also New York, as its agency. Official announcement probably will be made within a fortnight.

The two other accounts, Thom McAn Shoes, a division of Melville Shoe Corp., and Joseph Martinson & Co., effective Jan. 1 have named Anderson & Cairns, New York, to handle their radio and television advertising. Stewart Pierce Brown, who joins the agency at that time, will supervise both accounts. Mr. Brown has been with Neff-Rogow as vice president and timebuyer.

ARF ELECTIONS

Schachte Board Chairman

HENRY SCHACHTE, director of advertising of the Borden Co., was elected chairman of the board of the Advertising Research Foundation at an ARF board meeting Thursday afternoon. He will serve for one year.

Re-elected for one-year terms were Frederic Gamble, president of the American Assn. of Advertising Agencies, as ARF treasurer, and Paul West, president of the Assn. of National Advertisers, as ARF secretary. Edgar Kobak continues to serve as ARF president, a board appointment not requiring annual election.

At an ARF membership meeting that morning, B. B. Geyer, retiring board chairman, reported an increase from 89 subscribers a year ago to 163 at present, with ARF's subscription income concurrently rising from approximately $100,000 to $167,000.

Analyzing the increase by type of membership, Mr. Geyer noted that media subscribers had shown the largest increase, from 13 to 49. Advertiser members in the past year have increased from 35 to 52 and agency members from 39 to 60. The two founder members, AAAA and ANA, complete the roster. Mr. Kobak reported that renewals have come from 90% of those whose subscriptions expired Nov. 1 and from more than half of the Dec. 1 expirations, with an almost 100% renewal record anticipated.

Directors for the coming year were elected as follows:

Advertisers members: John S. Aspey Jr., Black & Decker Mfg. Co.; Lowrey H. Crites, General Mills; W. B. Potter, Eastman Kodak Co.; Mr. Schachte; Paul Smelser, Procter & Gamble Co.; H. M. Warren, National Carbon Co.; Mr. West. Messrs. Crites, Smelser, Warren and West were appointed by ANA in accordance with ARF by-laws which provide for four ANA appointees, including the ANA president, on the ARF board.

Agency members: Mr. Gamble; Marion Harper Jr., McCann-Erickson; Earle Ludgin, Earle Ludgin & Co.; Fred B. Manchee, BBDO; Fergus Mead, Buchen Co.; Charles Pooler, Benton & Bowles; W. H. Wulfeck, William Esty Co. Mr. Geyer, Geyer Adv., as immediate past board chairman, automatically remains on the board for another year. Messrs. Gamble, Harper, Ludgin and Manchee were AAAA appointees, under by-law provisions similar to those for ANA.

Media members: Paul Montgomery, McGraw-Hill Publishing Co.; Adrian Murphy, CBS Radio; Vernon C. Myers, *Look* magazine; E. A. Schirmer, Crowell-Collier Publishing Co.; John C. Stirling, *This Week* magazine; Frank White, NBC. One media directorship was left unfilled at this time to provide for representation of another type of media on the board as these memberships increase in number.

Anahist Signs CBS 'Plan'

ANAHIST CO., Yonkers, N. Y., signed last week for participation in CBS Radio's "Power Plan" shows for three weeks. Shows: *FBI in Peace and War*, Wed.; *Meet Millie*, Thurs.; and *Mr. Keen, Tracer of Lost Persons*, Fri., all at 8-8:30 p.m. First Anahist commercial under the new contract was aired on the *FBI* program Wednesday night a few hours after sponsorship was definitely set. Agency: Ted Bates & Co., N. Y.

MIAMI CH. 7 BID

Trammell Key Man in Consolidated Application

A NEW and unique approach to the problem of the consolidation of two AM stations applying for TV was put before the FCC last week. The WIOD-*Miami Daily News* group (Cox) and WQAM-*Miami Herald* principals joined forces—with Niles Trammell, resigned chairman of NBC board, holding the key to control [CLOSED CIRCUIT, Dec. 8].

Application is in the name of Biscayne Television Corp., applying for Miami's Ch. 7.

Mr. Trammell, who is president and general manager, is practically the controlling stockholder by virtue of his 15% stockholding. This carries the balance of power between the 42.5% held by the Cox group and the 42.5% held by the Knight stockholders.

Corporation was carefully drawn up with balanced stockholders in order to overcome any FCC objection to the "marriage" of the two AM broadcasters in the TV field.

The applicants hope the arrangements—which include a statement assuring the Commission of the continued "arms length" competition of WIOD and WQAM—will convince the FCC that there is no question of duopoly involved.

Two Previous Cases

In two previous cases, the FCC notified the applicants that doubt existed whether a grant of a TV channel could be made without a hearing and "McFarland letters" were sent. They went to Macon Television Co., applicant in Macon, Ga., for uhf Ch. 47, comprising WBML and WNEX, and to El-Cor Television Inc., applicant in Elmira, N. Y., for uhf Ch. 18, composed of WELM Elmira and WCLI Corning, associated with the *Corning* (N. Y.) *Leader*, and WENY Elmira, owned by the *Elmira* (N. Y.) *Star Gazette* [B•T, Dec. 8].

Contract with Biscayne Television gives Mr. Trammell a salary of $25,000 a year, plus $10,000 annually for expenses. It also provides for one-year's sick leave with pay.

Mr. Trammell, whose retirement becomes effective Dec. 31 (see separate story this page), will continue as a consultant to the network and RCA. Now 58, he will continue to participate in the network's pension-retirement fund until the age of 65. But his entire time will be devoted to Biscayne, except for his availability for general consultation.

The WIOD group consists of James M. Cox Jr., head of the Cox radio-TV and newspaper properties, who will be a vice president and 30.5% stockholder in the Miami applicant; J. Leonard Reinsch, executive director of the Cox radio-TV properties, secretary and 5% stockholder; James M. LeGate, general manager of WIOD, 3.5%; Milton C. Scott, chief engineer of WIOD, 3.5%, and John L. Fox, an executive of WIOD-*Miami Daily News*, as a director.

Mr. KNIGHT

Mr. COX JR.

Mr. TRAMMELL

. . . Join in Biscayne's application for Ch. 7 in Miami

* * * * * *

In addition to the Miami radio-newspaper properties, former Ohio Gov. Cox and Mr. Cox Jr., and family own WHIO-AM-FM-TV Dayton, Ohio; WSB-AM-FM-TV Atlanta, Ga., and the *Dayton News* and *Journal Herald*, *Atlanta Journal* and *Constitution*, and the *Springfield* (Ohio) *News* and *Sun*.

Publisher-broadcaster John S. Knight heads the WQAM group as a vice president and 17.5% stockholder in the Miami applicant. Associated with him is his brother, James L. Knight, treasurer and 10% stockholder; Owen F. Uridge, general manager of WQAM, 5%; Lee Hills, executive editor of the *Detroit Free Press*, 5%, and C. Blake McDowell, Akron, Ohio, attorney, 5%.

In addition to the WQAM-AM-FM and the *Miami Herald*, and the *Detroit Free Press*, Mr. Knight publishes the *Akron* (Ohio) *Beacon Journal*, which owns 45% of WAKR-AM-FM Akron, holder of a TV grant for Ch. 49 there, and the *Chicago Daily News*, which owns 42% of WIND Chicago.

The application asks for 316 kw with the antenna at the site of the WIOD two-element directional array in Biscayne Bay. The TV antenna will be 443 ft. above average terrain.

Station construction will be $1,249,951, the applicant estimated. First year's operating costs will be $792,000, and revenue is estimated at $876,000. Affiliation with NBC-TV and ABC-TV is contemplated, the application indicated. Grade A service was calculated at 33 miles from the transmitter site, and Grade B service 50 miles from that point, reaching south to beyond Key Largo and north almost to Lake Worth.

Total assets of the corporation are $250,000, all paid in by the 11 stockholders. The applicant has commitments from the Winters National Bank and the First National Bank, both of Akron, for a loan of $500,000 each.

In the event of a grant, Biscayne proposes to buy the land and buildings at the WIOD transmitter site. It plans also to construct ad-

(Continued on page 60)

TRAMMELL'S POST

Sarnoff to Absorb Duties

WITH THE RESIGNATION of NBC Board Chairman Niles Trammell, Brig. Gen. David Sarnoff will act as board chairman of the network in addition to his duties as chairman of the RCA Board, spokesmen said last week.

One of radio's best known figures, and generally acknowledged to be one of its top salesmen, Mr. Trammell resigned effective Dec. 31 to become president of Biscayne Television Corp., Miami TV applicant formed by two major newspaper publishers, James M. Cox Jr., and John S. Knight, and associates (story, this page).

Terminating almost 30 years of active service to RCA-NBC, Mr. Trammell's resignation also covered his position as member of the RCA Board, but he will continue as a consultant to both NBC and the parent corporation.

Whether Gen. Sarnoff will serve as NBC board chairman on a permanent basis, or only for an interim period, was not disclosed. He held the post prior to Mr. Trammell's elevation to it from the NBC presidency in October 1949.

Mr. Trammell's contract, covering a 10-year span extending to the retirement age of 65, had about seven years to run when he resigned.

Previous Earnings

The network board chairman was paid $125,000 last year—$100,000 in salary, and $25,000 as incentive compensation. This represented a gain of $25,000 over what he was paid the preceding year. In addition, on his behalf the company paid $6,138 into the RCA Retirement Plan, while he contributed a like amount.

Officials said Mr. Trammell, if he continues as a consultant to RCA-NBC until he reaches retirement age, will be eligible for benefits under the retirement plan. In his status as board chairman, he would have been eligible for approximately $33,650 a year starting at age 65, according to an RCA proxy statement issued last March.

Mr. Trammell's resignation was announced Tuesday morning, to coincide with the filing of the Miami TV application.

In a formal statement, Gen. Sarnoff said:

"It is with a deep sense of personal regret that I acceded to Mr. Trammell's request to relinquish the chairmanship of the NBC, a post he filled with great distinction as he had done with every other office he held in the RCA and the NBC."

Gen. Sarnoff described him as "a fine example of the opportunity America affords for self-development and personal advancement to the man who wants to work hard, to serve faithfully, and to make his

(Continued on page 38)

NIELSEN STUDY

Radio Group Up Since '49

DESPITE growth of television in the past three years, analysis of a true cross-section of radio stations throughout the country shows the majority have increased circulations since 1949, Arthur C. Nielsen, president of A. C. Nielsen Co., reported today (Monday).

Mr. Nielsen

This conclusion is based on the 1952 Nielsen Coverage Reports for radio and TV, first nationwide study of radio station and network circulation since the second BMB survey completed in 1949, and the first such study for TV. The NCS reports stem from a survey last spring. Subscriber stations now are subscribing individual reports.

Taking a representative group of 96 stations which had not changed power, frequency or network affiliation since the last BMB study, Nielsen found an average coverage increase of 11% daytime and 5% night. To insure statistical stability and significance, the analysis was confined to stations with 1949 circulations of 10,000 homes or more.

These average figures varied widely among individual stations, Mr. Nielsen noted. The 11% average daytime increase ranged from −48% to +213%. The average 5% nighttime increase varied from −63% to +112%.

Increases were found among all types of stations, but were more prevalent among small and medium outlets, while decreases were more noticeable among large stations.

Influence of TV on radio circulation depends on saturation of TV in each area, NCS reported. Where more than 50% of area homes contained television sets the average radio station showed a coverage loss since 1949 of 4% daytime and 30% night. Conversely, where TV ownership is below 10%, radio stations showed average increases of 21% daytime and 31% night.

Other pertinent changes from 1949 to 1952 reported by Mr. Nielsen are: Increase of 11% in total U. S. radio homes; an average decrease of 11% daytime and 29% night in number of radio stations listened to by the typical home; an increase of 5% in the average number of radio and TV stations tuned in by the typical family over the number of radio stations dialed in 1949. (Once-a-week data were used for both years to compare the 1949 BMB figures and 1952 NCS findings.)

Mr. Nielsen said, "In the face of evidence that the over-all levels of national radio listening are down, these first NCS studies sharply emphasize the fact that generalities cannot be applied to a specific market or station. NCS reports show the total number of different homes reached by a specific station in a specific market in the course of a week. They indicate the net result of the increase in radio homes since 1949, changes in power, frequency and programming, the influence of TV and other factors affecting station coverage."

NIGHT RADIO

Listening Up in TV Cities

EVENING radio listening in TV homes in the top 18 television cities went up 17% between October 1951 and October 1952, and the city with the greatest gain—37%—was the one that has "had the most television for the longest time," New York.

These findings, based on Telepulse sets-in-use figures, were pointed up by CBS Radio last week in a second edition of its "Radio in TV-land" presentation. Copies are available from the Presentations Div., CBS Radio.

The booklet notes that over a three-year period, starting October 1949, evening radio listening in TV homes in New York increased 107%.

For the 18 cities covered, the presentation shows October 1951 and October 1952 Telepulse average sets-in-use figures as follows for the 6-11 p.m. period, Sunday through Saturday:

	Oct. 1951	Oct. 1952	% change
New York	12.7	17.4	+37
Los Angeles	14.7	17.3	+18
Chicago	12.9	16.6	+29
Philadelphia	15.9	16.2	+ 2
Boston	15.0	14.9	− 1
Detroit	14.2	16.2	+14
Cleveland	13.8	17.4	+26
St. Louis	16.9	17.8	+ 5
Washington	14.0	15.2	+ 9
San Francisco	16.9	16.4	− 3
Atlanta	17.1	15.1	−12
Birmingham	18.1	15.4	−15
Buffalo	15.5	15.8	+ 2
Cincinnati	13.7	15.7	+15
Dayton	15.3	15.5	+ 1
Minneapolis-St. Paul	17.5	17.2	− 2
New Orleans	21.1	21.6	+ 2
Seattle	16.5	20.5	+24
WEIGHTED AVERAGE	14.4	16.8	+17%

MBS RENEWALS

Billings Total $11 Million

ELEVEN MBS programs totalling nearly $11 million in annual gross billings have been renewed on the Mutual network effective Jan. 1, Adolf N. Hult, MBS vice president in charge of sales, announced last week.

Representing 9 hours and 30 minutes of sponsored time on Mutual, the advertisers signed for 1953 include S. C. Johnson & Son Inc.; Johns Manville Corp.; P. Lorillard Co.; Sterling Drug Inc.; Kellogg Co.; Kraft Foods Corp.; American Federation of Labor, and State Farm Insurance Co.

Among programs renewed: "Ladies Fair," "Queen for a Day," "Bill Henry and the News," and "Frank Edwards News," all five days a week; "S. C. Johnson News Reports," six days weekly [B•T, Dec. 8]; "Wild Bill Hickok," three days; Cecil Brown, two days, and Bobby Benson and Gabriel Heatter, both weekly programs.

Flexiclogs Agency

FLEXICLOGS, New Holstein, Wis. (shoes), has named Phil Gordon Agency, Chicago, to handle its advertising. Phil Abrams is account executive. Broadcasting has been used. Media schedules will be completed in January.

NBC REPORT

Network Costs Down, Magazines Rising

NIGHTTIME radio today offers advertisers the best buy in the industry's history—delivery of a multi-million audience at a new low cost-per-thousand which has steadily declined in the past three years, while cost-per-thousand circulation of leading magazines has risen just as steadily—NBC stated last week in releasing Nielsen Coverage Survey figures on network radio.

All four radio networks show decreased cost-per-thousand while leading magazines show increases, according to data presented by Ruddick C. Lawrence, NBC director of promotion, planning and development, and Hugh M. Beville Jr., director of research and planning. NBC uses BMB figures for 1949 and NCS for 1952 for the weekly radio audience, and Audit Bureau of Circulation figures for magazines for the first six months of each year. The network compares net time cost of a weekly half-hour network program with net cost of a black-and-white magazine page run in each issue throughout a full year. The following figures were issued by NBC to show the 1949-1952 trend of media cost-per-thousand:

RADIO NETWORKS
(Evening)
Per Cent Decrease

NBC	17.5
CBS	14.3
MBS	9.3
ABC	9.1

MAGAZINES
Per Cent Increase

Ladies' Home Journal	7.7
Good Housekeeping	8.4
Woman's Home Companion	8.9
Better Homes & Gardens	11.8
Life	14.5
McCall's	16.0
Saturday Evening Post	16.9
Collier's	24.6
Look	25.4

Sale of 8,335,000 new radio sets so far this year offers further proof of radio's vitality, NBC pointed out.

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
Regular Week October 19-25, 1952
NIELSEN-RATING*

Current Rank	Program	Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average For All Programs)	(5.3)
1	Jack Benny (CBS)	13.5
2	Charlie McCarthy Show (CBS)	11.2
3	Amos 'n' Andy (CBS)	11.2
4	Lux Radio Theatre (CBS)	11.1
5	Our Miss Brooks (CBS)	10.1
6	Great Gildersleeve (NBC)	9.4
7	You Bet Your Life (NBC)	9.3
8	Railroad Hour (NBC)	8.6
9	Fibber McGee and Molly (NBC)	8.4
10	People Are Funny (CBS)	8.2
	EVENING, MULTI-WEEKLY (Average For All Programs)	(3.4)
1	News of the World (NBC)	6.1
2	One Man's Family (NBC)	5.9
3	Club 15 (CBS)	5.4
	WEEKDAY (Average For All Programs)	(4.1)
1	Ma Perkins (CBS)	7.7
2	Guiding Light (CBS)	7.6
3	Our Gal, Sunday (CBS)	7.2
4	Romance of Helen Trent (CBS)	7.1
5	Big Sister (CBS)	6.8
6	Aunt Jenny (CBS)	6.6
7	Right to Happiness (NBC)	6.6
8	Perry Mason (CBS)	6.4
9	Young Dr. Malone (CBS)	6.4
10	This Is Nora Drake (Toni) (CBS)	6.4
	DAY, SUNDAY (Average For All Programs)	(2.2)
1	New York Symphony (CBS)	4.2
2	True Detective Mysteries (MBS)	4.0
3	Symphonette (CBS)	3.7
	DAY, SATURDAY (Average For All Programs)	(2.6)
1	Stars Over Hollywood (CBS)	5.1
2	Fun For All (CBS)	4.8
3	Theatre of Today (CBS)	4.7

(*)Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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CANADA RATINGS

Top 10 Programs Listed

MORE Canadian programs this season are among the top 10 evening network programs than ever before. According to November national program ratings of Elliott-Haynes Ltd., Toronto, 5 of 10 leading shows are Canadian. The same percentage applies for the 23 evening network programs covered in the survey.

Leading were American imports, with *Edgar Bergen* having rating of 30, followed by *Amos 'n' Andy* 28.7; *Our Miss Brooks* 25.8; *Radio Theatre* 24.7; *Your Host* 18.6 (Canadian); *Great Gildersleeve* 18.4; *NHL Hockey* 18.1 (Canadian); *Share the Wealth* 17.8 (Canadian); *Treasure Trail* 17.3 (Canadian), and *Ford Theatre* 17.3 (Canadian).

Topping daytime programs in November were *Ma Perkins* 16.2; *Pepper Young's Family* 15.3; *Big Sister* 15.3; *Happy Gang* 14.3 (Canadian), and *Life Can Be Beautiful* 13.6.

Leading evening French-language shows were *Un Homme et Son Peche* 35.2; *Metropole* 28.3; *Radio Carabin* 26; *Tambour Battant* 24.1; *Chanson de l'Escadrille* 24.1.

Five high-rated French-language daytime shows were *Rue Principale* 31.8; *Jeunesse Doree* 30.9; *Les Joyeux Troubadours* 28.3 *Je Vous ai Tant Aimee* 25.4 and *Vies de Femmes* 23.3.

XUM

TV'S SPREAD AND IMPACT

NARTB Looks to Industry Survey

By J. FRANK BEATTY

TELEVISION broadcasters will start looking for a uniform plan to show station and network circulation—a search that has been going on three decades in sound broadcasting.

Even as seven radio stations were planning a continuing research project to bring out the significance and impact of radio [B•T, Sept. 8], the NARTB's Television Board last week was working out details of a study that will cover video's spread and impact.

Having decided to help TV find a way to discover its strength, the NARTB directors promptly took another step—a plan to cash in on research findings for the benefit of the entire television industry. This action looks toward industrywide sales promotion.

Day and Night Sessions

The NARTB Television Board met Sunday-Monday-Tuesday of last week at Cat Cay, Florida coastal island. Holding both night and day sessions, the board took several major steps in addition to the research and sales promotion projects. Besides, it reviewed from a TV standpoint some of the decisions reached at the Dec. 3-4 joint radio-TV board session [B•T, Dec. 8].

The Florida meeting produced these developments:

- **Decision to watch attempts to keep TV cameras out of public events and sports contests, with action to be taken where indicated.**
- **TV Code Board to hear religious groups on code operation.**
- **Set of ground rules adopted to help stations follow code provisions.**
- **Code seal redesigned and wording changed in effort to get public to comment on programs and advertising.**
- **Be-kind-to-animals clause added to code.**
- **Committee named to study subscription TV.**

In deciding to throw open the whole problem of TV research, with emphasis on circulation, the NARTB TV directors turned down a proposal to contribute $10,000 toward a project started by the Advertising Research Foundation. This cooperative agency was set up at the instigation of Assn. of National Advertisers along with American Assn. of Advertising Agencies and media. It proposes to conduct cooperatively financed studies of the effectiveness of ways of measuring advertising media, with much emphasis on television.

The NARTB TV directors, after rejecting the ARF proposal, decided that NARTB President Harold E. Fellows should conduct a study of TV research techniques and report to the board "as soon as feasible" on any plan the association staff might develop.

In essence the Fellows study is to explore the chance of finding a standard of circulation measurement — a standard that sound broadcasters have been groping for since the medium was born in 1920.

Robert D. Swezey, WDSU-TV New Orleans, chairman of the TV board, explained the project this way:

One of the most difficult problems facing television, the fastest growing public service medium, is the selection of a system which reduces to standardized form the measurement of the medium's circulation.

Advertisers know of the medium's selling power, a fact which is demonstrated by the tremendous support which they have offered. But as we grow, and before the nation is saturated with stations—which may be quite some time in the not-too-distant future—we feel it is necessary to establish basic policies now that will meet the needs of the future when competition becomes more intense.

One of these policy problems, of course, is basic research in circulation. We need such a standardized program to demonstrate the value of the medium to new advertisers; and of course we need it to properly evaluate our own business enterprises. In the search for such a single system of standardized measurement we have every intention of profiting fully from the experiments which have been made in the general field, both in radio and other media.

Study Immediate

President Fellows is getting his study underway at once. It appeared at the weekend that the field work would be conducted by an outside research firm.

The research action was taken on motion of Campbell Arnoux, WTAR-TV Norfolk, Va., and seconded by Herbert Akerberg, CBS.

Recognizing that the story of TV's impact must be told to those who buy its facilities, the TV directors felt the time had come to work out a system of industrywide sales promotion. Apparently the need for a separate sales agency such as radio's Broadcast Advertising Bureau is not planned—certainly not at this time. It was obvious, however, that with 117 U. S. stations on the air and the FCC turning out construction permits at a rapid rate there's obviously a sales promotion problem in TV's future.

The board requested President Fellows "to prepare and propose a long-range well-integrated plan for a continuing industrywide sales promotion of the medium."

President Fellows then told the directors he would see that the study is carried out and submit a report to the next board meeting. This meeting is tentatively set around Feb. 1. It will be held jointly with the Radio Board. One site now considered is Belleair, Fla., where the 1951 winter meeting was held.

The sales promotion study will involve consultation with all of the TV networks and many stations throughout the nation, Mr. Fellows said, adding that stations and networks alike have already made considerable progress in this field. He said the association's effort will be directed toward coordinating these promotion plans and supplementing them with other proposals for all-industry selling. Network members of the board volunteered to help carry out the project.

Much of the board's time was devoted to code consideration. The only change made in the code itself was minor, originating at the suggestion of the National Society for the Prevention of Cruelty to Animals. In essence this new language points out that humane treatment should be given animals in TV programming.

As chairman of the TV Code Board, John E. Fetzer, WKZO-TV Kalamazoo, Mich., reported to the board on enforcement problems. He was flanked by Edward H. Bronson, director of television code affairs.

In reporting on the religious language of the code, Mr. Fetzer told of the plan to hear the reactions of all religious groups to the code language recommending against sale of time to religious organizations. He recalled that the National Council of Churches of Christ had been concerned lest NARTB's code be changed to drop the recommendation [B•T, Dec. 1]. The council had felt such a step might mean that telecasters were going to stop giving free time to churches and try to sell more time to them.

Religious Situation

The religious situation pointed up the danger of misunderstanding in the practical operation of the code. The TV Board was then presented a set of ground rules drawn up by Chairman Fetzer and Mr. Bronson. These ground rules were described as follows:

That the Television Code Board should deal directly with top station and network management in the continuing effort to improve the character of television programming and advertising.

Decisions reached through full Code Board consideration constitute the Code Board's policy on such matters and serve as a guide to everyone concerned.

The Code Board is not prepared to preview scripts or films in advance—but the director of code affairs may render informal and advisory opinions.

The director of code affairs is to handle inquiries from subscribers as "simply as possible by correspondence or telephone."

Every attempt should be made to give stations advisory help so they can more completely render code decisions.

Continuing contact with code subscribers — 95 stations at this writing—is necessary, Mr. Fetzer said, so they themselves will become expert in interpreting the letter and spirit of the code. Chairman Fetzer conceded some critics of the standards are saying the document is not effective but he claimed the Code Board members, who have studied the subject thoroughly since it went into effect last March, feel much progress has been made in elevating industry standards and eliminating undesirable practices.

"Serious-minded and thoughtful people in legislative and judicial bodies and among the general public believe we're on the right track," Mr. Fetzer said. "We don't plan to be diverted from our course by unjust criticism—nor do we plan to disregard intelligent comment."

Voluntary efforts made by the networks in code enforcement brought a tribute from Mr. Fetzer. He said Mr. Bronson, as director of TV code affairs, had personally called on all the networks as well as numerous stations on behalf of the code enforcement group.

The proposal to redesign the seal was approved by the full TV board. Idea of the new design is to

(Continued on page 105)

MANAGERS meeting was held Thursday-Friday at Washington headquarters of Westinghouse Radio Stations Inc. Taking part were (seated, l to r): W. C. Swartley, WBZ-AM-TV Boston; Joseph E. Baudino, WRS vice president; Carl Vandagrift, WOWO Fort Wayne. Standing, Eldon Campbell, WRS general sales manager; Frank Tooke, KYW Philadelphia; L. R. Rawlins, KDKA Pittsburgh.

MUTUAL congratulations are offered after performance of NBC radio's *First Nighter*, sponsored by Miller Brewing Co., Milwaukee. L to r: Charles C. Smith, West Coast mgr., Mathisson & Assoc., L. A.; Michael T. Pural, Sierra Div., Miller Co.; Joseph Ainley (in rear), prog. prod.; Barbara Luddy and Olan Soule, program stars.

HELPING to celebrate KWKW Pasadena's 10th anniversary are (l to r) Willard Waterman, star, NBC radio's program, *The Great Gildersleeve;* Claire Hughes, KWKW asst. mgr., and William J. Beaton, gen. mgr. of KWKW.

7-UP Bottling Co., Phila., has signed for 52-week co-sponsorship of *Children's Hour* on WCAU-AM-TV Philadelphia. At lunch following first program are (l to r) H. C. Grigg, pres., 7-Up, St. Louis; Stan Lee Broza, show m. c.; A. Imbesi, 7-UP, Phila.

PLANS for Virgil Pinkley's thrice-weekly quarter-hour ABC newscasts are discussed by (l to r) William W. R. Peterson, mgr., Prudential Insurance Co.; Mr. Pinkley ed.-pub., *Los Angeles Mirror*, and Andrew Potter, radio-TV dir., Calkins & Holden, Carlock, McClinton & Smith, L. A.

CHARLES GLETT (r), CBS v. p. for network services, Hollywood, explains "Izenhour" stage lighting control in new CBS-TV City to Glenhall Taylor (l), mgr., Hollywood office, N. W. Ayer & Son, and Wayne Tiss, mgr., Hollywood office, BBDO.

COMPLETING contract for commercial sponsorship of series of binaural sound transmissions are (seated l to r) Harvey E. Sampson, pres., Harvey Radio Co., and Robert L. Krieger, asst. coml. mgr., WQXR-AM-FM New York; standing, Roy Neusch, Harvey sls. mgr.; Norman S. McGee, WQXR v. p. for sales, and James E. Kovach, WQXR sta. mgr.

MORALS INQUIRY

Report This Week Is Indicated

POSSIBILITY that the House Commerce subcommittee investigating radio-TV programs for immoral and offensive material might have its final report ready for release this week was indicated last week by Rep. Oren Harris (D-Ark.), chairman of the seven-man subcommittee.

Subcommittee staff is drawing up a report on the basis of recommendations made two weeks ago, after the public hearings came to a close [B•T, Dec. 8]. Rep. Harris said that a meeting of the subcommittee might be held today (Monday) at which time members would go over the report for final approval.

Strong belief exists among those who have followed the hearings that the subcommittee will not recommend legislation to censor broadcast programs.

These same sources believe, however, that the subcommittee will stress licensees' responsibilities as to what goes out on the air from their stations. This has been a key consideration in the hearings which began early last June [B•T, June 9].

Because of the widespread publicity, within the industry as well as to the general public, the subcommittee may indicate that its probe had a salutary effect, it is believed. Call for the continuance of the committee, in some form or other, as a "watchdog" group is also looked for by those who have watched the proceedings.

'Dry' Witnesses

Great majority of witnesses were temperance and dry representatives, striving to have liquor, beer and wine commercials prohibited from the air.

Next in numbers were industry-advertising appearances. Their recommendations all stressed one thing: That the subcommittee not recommend legislation which would give the FCC the right to censor programs. Observations from most of the members of the subcommittee indicated that they, too, were against censorship.

Although the probe was instituted following House passage of a resolution to investigate "immoral" and "offensive" radio-TV programs submitted by Rep. E. C. Gathings (D-Ark.), complaints against performers and program material were least in number.

Effect of crime and horror shows on children was the basis for the majority of these charges. Few specific accusations were levelled at indecent performances.

Rep. Gathings charged that he had witnessed a "hootchy-cootchy" dance on a TV program when he appeared as the lead-off witness last June. This was later determined to have been a film of a Haitian native dance. He was one of the very few who alleged indecency.

Subcommittee heard network officials as well as NARTB executives during the course of the hearings. All urged that the industry be given a chance to regulate itself and referred to the radio and TV codes.

In windup sessions two weeks ago, FCC Chairman Paul A. Walker, who shied from any request for censorship powers, was asked whether he favored licensing of networks. He replied that he did. He also declared he was in favor of the prohibition of hard liquor advertising on the air, but not beer and light wines. He emphasized that these were personal opinions and not official FCC recommendations.

Klein's View

Subcommittee member Rep. Arthur G. Klein (D-N.Y.) early in the hearings expressed the view that if a listener or viewer did not like what he was hearing or seeing he could turn his receiver off. Later, the New York congressman reversed himself [B•T, Sept. 29].

It was Mr. Klein who suggested to FCC Chairman Walker that all broadcast stations contribute free time for political candidates during a campaign. He also urged that stations be required to maintain a record of all that goes out over its transmitter.

In addition to Reps. Harris and Klein, the subcommittee is composed of Democratic Reps. F. Ertel Carlyle (N. C.) and Homer Thornberry (Tex.), and Republican Reps. Joseph P. O'Hara (Minn.), J. Edgar Chenoweth (Col.) and Harmar D. Denny Jr. (Pa.).

ANTI-TRUST SUIT

Is Filed Against Decca

AN anti-trust consent judgment against Decca Records Inc. and The Decca Record Co. Ltd. of London, England, has been entered in the Federal District Court in New York City, Atty. Gen. James P. McGranery announced last Wednesday.

The judgment terminates "restraints" in the manufacture and sale of commercial phonograph records and prohibits each of the Decca firms from entering into any agreement with the other, or with Electric & Musical Industries Ltd., the Justice Dept. announcement said.

The government's complaint was filed Aug. 3, 1948, naming the two Decca companies and E&M as co-conspirators. It charged that they entered into cartel agreements dividing world markets into territories and limiting the sales of records to those areas.

The judgment involves terms upon which the two Decca firms will lease matrices (from which records are pressed in other countries) to each other or to E&M.

XUM

ZWORYKIN HONOR
AIEE Awards Edison Medal

AMERICAN Institute of Electrical Engineers last Friday announced award of its 1952 Edison Medal to Dr. V. K. Zworykin, pioneer researcher in electronics, who is vice president and technical consultant of RCA Labs. Div., Princeton, N. J.

Dr. Zworykin

The medal will be presented to Dr. Zworykin at the opening session of AIEE's five-day winter General Meeting Jan. 19 at New York's Hotel Statler, for "outstanding contribution to the concept and design of electronic components and systems."

The award is the latest of many won by Dr. Zworykin, according to H. H. Henline, Institute secretary, who made the announcement. Dr. Zworykin has been associated with RCA since 1929.

A pioneer in electronic research since his pre-World War I undergraduate days at the Petrograd (Russia) Institute of Technology, Dr. Zworykin evolved basic principles of the iconoscope television pickup tube after coming to the U. S. in 1919, afterward helping develop the tube for practical picture transmission. He also was a leader in development of the kinescope video picture tube and did pioneer work on secondary emission multipliers, image tubes, electronic microscope and industrial TV systems.

Other honors which have gone to Dr. Zworykin include the Institute of Radio Engineers' Morris Liebmann Memorial Prize, Howard N. Potts Medal of the Franklin Institute and AIEE's Lamme Medal, all for TV work, and the Poor Richard Club Gold Medal for Achievement and Chevalier Cross of the French Legion of Honor.

He is a member of National Academy of Sciences, American Academy of Arts and Sciences, American Philosophical Society, National Research Council and an officer of the French Academy of Science. He is a fellow of AIEE, IRE, American Physical Society and American Assn. for the Advancement of Science.

At His Word

JIM MORGAN, radio-TV director for Raymond R. Morgan Co., Hollywood, on Don Lee *Queen for a Day* and *Lucky U Ranch*, also writes the daily "Unofficial Weather Report" in the *Hollywood Citizen News*. In a recent dispatch he suggested that dispositions might improve with sunny days, and bosses might be receptive to being hit for raises. The following day, his entire staff, faithful readers of his column, asked for raises.

GOV. HERMAN TALMADGE of Georgia displays a pair of MBS' "Mr. Plus" red suspenders. Gift was presented by Victor Diehm, president, WAZL Hazleton, Pa., and vice president, WIDE Biddeford, Me., during the Mutual Affiliates Regional Meeting in Georgia. At the suspender ceremony (l to r): William H. Fineshriber Jr., MBS executive vice president; J. Glen Taylor, MBS board member; Gov. Talmadge; Charles Godwin, director of station relations; Mr. Diehm, who also is a member of the Mutual Affiliates Advisory Committee; E. M. Johnson, MBS vice president for station relations and engineering; Robert Rounsaville, WQXI Atlanta, and Robert A. Schmid, MBS vice president for advertising, public relations and research.

SRA NAMES BLAIR
Assn. Expands Plans

JOHN BLAIR, board chairman of John Blair & Co., radio station representation firm, and of Blair TV Inc., TV station reresentative, was elected president of Station Representatives Assn. at its annual meeting Dec. 10.

Also elected were John E. Pearson, John E. Pearson Co., vice president; Adam J. Young Jr., Adam J. Young Jr. Inc., secretary; Thomas F. Clark, Thomas F. Clark Co., treasurer, and the following directors: Joseph J. Weed, Weed & Co., 1952 SRA president; Russell Woodward, Free & Peters; Joseph Timlin, Branham Co.

Mr. Blair

SRA adopted an increased budget and dues schedule for the new year and voted for increased personnel at the association office, which Thomas F. Flanagan will continue to head as managing director.

Mr. Weed, in his annual report, recommended that the spot radio and TV clinics held by the association not only be continued but expanded on a regional or national scale. The directors authorized preparation of a new presentation, "How to Use Spot Radio," for use early in 1953. In addition to the annual SRA Spot Radio Estimator, the group also decided to publish a new directory of members and the stations they represent for the use of advertisers and agencies.

Other Standards

Success of the organization's efforts in developing a standard TV station identification formula has encouraged SRA to work on other standards, which will be announced shortly, Mr. Weed said.

Assuming office Mr. Blair said:

I am delighted at this new opportunity to be of service to our industry. The increasing vigor of those engaged in the national spot field is reflected, of course, in the increased volume of business we have enjoyed continuously for many years. It is also reflected in the heightened activity of SRA, which this year, under the able direction of Tom Flanagan and Joe Weed, expressed itself in such projects as a new spot radio presentation, a new Spot Estimator, about to be released, standardization of ID [station identification] requirements for television stations—now universally accepted—and the Spot Clinics. It is gratifying to note that, while we are vigorously competitive with other media, a substantial number of association projects are in the nature of direct service to the industry, especially the agencies. We expect to continue this kind of activity.

Now that total national spot radio volume has passed total network revenue, it is obvious that more and more advertisers have become aware that radio is the only truly national medium—the only medium which reaches virtually the entire population. As the freeze slowly lifts, the same becomes true of the sister broadcast medium, television, market by market. The use of spot radio and spot television is a challenge to the agency—they require the utmost care and judgment in their use. But because they are the only truly national media which can be tailored to the exact merchandising and distribution pattern of any advertiser, agencies which are fundamentally interested in getting results for their clients are making the investment in time and study which the media require.

New Panel Show

SERUTAN CO., Newark, will sponsor a new panel show, *Wisdom of the Ages*, on DuMont TV Network, Tues., 9:30-10 p.m. EST, starting Jan. 6 for 52 weeks. Agency is Ed Kletter Assoc., N. Y.

HOWE BUYS WIRA
After Service With AF

JAMES L. HOWE, who built WCTC New Brunswick, N. J., after his release from military service in World War II, got out last week after a second hitch and promptly expanded his radio operations again.

Major Howe, president and majority owner of WCTC, signed Monday for the acquisition of WIRA Fort Pierce, Fla., from Douglas Silvers and O. L. Peacock for $62,450, subject to FCC approval. The application to the Commission is being prepared for filing within a fortnight by John H. Midlen, Washington radio attorney.

Purchase of WIRA, a 250 w outlet on 1400 kc, is being made in the name of Chanticleer Broadcasting Co., licensee of WCTC. Mr. Howe owns 51% of the stock. The rest is held by a number of businessmen in the New Brunswick area.

Mr. Howe plans to supervise the WIRA operations under the new ownership, at least at the outset, but said he contemplated no changes in personnel.

Before he was called back into the Air Force in March 1951, Mr. Howe took an active role in New Jersey radio affairs. He helped to organize, and was the first president of, the New Jersey Broadcasters Assn. He also was instrumental in the formation of the original New Jersey Network, which became the Civil Defense Network of the state.

NBC-TV at Bowls

NBC-TV announced Thursday it will present the Pro Bowl football game from Los Angeles Jan. 10, 4:15-7 p.m. EST and the Poinsettia Bowl (all-service championship) from San Diego next Saturday, 2:30-5:30 p.m. EST. NBC-TV also will cover the Rose Bowl and Cotton Bowl games on New Year's Day.

BILL ROBINSON (l), vice president in charge of programming for WLW Cincinnati, and Norm Cash (r), WLW general sales manager, look at *Krazy Kwilt* recording held by Walter Phillips, WLW disc jockey. *Krazy Kwilt* is a new WLW show based on patter between Mr. Phillips and excerpts from recorded commercials.

KOREAN BREAK

NBC Denies Violation

NBC news executives denied last week that they had violated an agreement among the various networks to delay the use of the pool report on Gen. Eisenhower's Korean trip in event the news broke at a time when regular networking facilities were not available.

NBC scored at least an hour's beat over its rivals on the 7 a.m. newsbreak because it had ordered standby facilities from AT&T covering the period from 7 a.m. until normal network opening time an hour later. Other networks did not have network lines available until their regular opening hours. CBS Radio news executives protested that the networks had agreed in advance to hold up the pool report, by Everett Holles of Mutual, in such case [B•T, Dec. 8].

NBC authorities denied there had been any agreement to delay use of the pool broadcast. They cited a letter from Milton Burgh, MBS news director, summarizing arrangements made at a meeting of representatives of the various networks to work out pool operations. On timing the letter said: "It is our endeavor to have report come on even one-half or one-quarter-hour periods. Preferred times are 10 a.m. EST or 4:30 p.m. EST."

The fact that 10 a.m. was a "preferred" time did not mean the report had to be held until then, NBC authorities maintained.

Even though the others could not put the Holles report on their networks until their normal opening times—and Mutual withheld use of the pool broadcast itself until 10 a.m., although Mr. Holles is an MBS newsman—stations individually flashed the news of Gen. Eisenhower's trip shortly after the 7 a.m. break, based on wire service reports.

Fact that films of the trip, made by a newsreel cameraman also assigned to represent TV, were not delivered until Dec. 7, two days after the story broke, prompted speculation among TV authorities that delivery had been deliberately delayed.

NBC-TV got its own films, made by its cameraman, Jules Zenier, and flown back by NBC Presidential Reporter Frank Bourgholtzer on a special round-trip mission, on the air at 5:30 p.m. on Dec. 7.

DuMont TV Network claimed a 45-minute beat on use of the pool films, which it put on the air at 4:45 p.m. Dec. 7.

EXPANSION during the past year at WKRC-AM-FM-TV Cincinnati led to several changes. Among those involved were (l to r) Wilford H. Kennedy, promoted to chief engineer for WKRC-AM-FM; George Wilson, who becomes director of engineering with full technical supervision, and Hugh J. LaCrosse, promoted to WKRC-TV chief engineer.

IKE'S SECURITY

Radio-TV Helped Preserve

RADIO-TV and other media have been commended by Secretary of Defense Robert Lovett for "self-restraint and help in observing precautionary measures" imposed during President-elect Dwight Eisenhower's Korean trip.

In a statement Dec. 5, Secretary Lovett thanked radio, television, press and newsreels in the United States for their assistance in preserving the news blackout of the General's tour. "We feel that the public should be aware of the help rendered us in response to our Nov. 20 request for cooperation," he added.

The Defense Secretary referred to the Defense Dept. request which preceded selection of newsmen to accompany Gen. Eisenhower. Original pool excluded radio and television newsmen but was broadened to include them after a concerted industry protest [B•T, Dec. 1, Nov. 24].

MBS' Everett Holles represented radio, and NBC cameraman Julius Zenier, TV, on the trip, filing their reports after the blackout was removed. Pictorial report on the General's trip was aired on network programs, including CBS-TV's *See It Now* and NBC-TV's *Today* and others.

Meanwhile, Korea pool media representatives accompanied Gen. Eisenhower to Guam and Pearl Harbor last week. Discussions and decisions on U. S. foreign policy taken by the President-elect and his advisers were blacked out at the source, however, with newsmen unable to report any details.

PRINCETON-WNBT JOINT STUDY

Educational TV Problems and Potential To Be Explored

JOINT project by Princeton U. and WNBT (TV) New York designed to explore the problems and potentials of educational television was announced for release today (Monday) by President Harold W. Dodds of Princeton and Ted Cott, NBC vice president and general manager of WNBC-WNBT.

The first step, according to Mr. Cott, will be a survey of the field by Princeton faculty members with WNBT placing its staff and facilities at the university's disposal. Appointed to the survey team, under a special WNBT grant, are Assistant Prof. Thomas Riggs Jr. of the Dept. of English and assistant Prof. Richard Harbinger of the Dept. of Air Science. Assigned to work with the faculty men is Richard Pack, director of programs and operations for WNBC-WNBT.

Mr. Cott said the survey specifically seeks to learn how television can best serve the modern university, how Princeton can make the most effective use of TV, what the best TV formats and techniques for presentation of educational material are, and what the objectives of Princeton-WNBT cooperation should be.

Mr. Cott outlined the following phases of the project: (1) Mutual education of university and network representatives in the common problem; (2) research into what has been done on commercial and educational channels; (3) experimentation with actual programs and (4) provision for use of lessons learned, in whatever form seems feasible, from publication to program production.

Mutual Problem

President Dodds commented that the "problem of education and television is also one of the mutual education of both broadcasters and educators."

Remarking that experimentation is as much in place in a studio as in a scientific laboratory, Mr. Cott declared that the results of the Princeton project should be of interest and importance to the community and the nation.

NEW WBZ POSTS

Go to Hauser, Duffield

NEW administrative posts at WBZ-AM-TV Boston will be filled by two long-service Westinghouse Radio Stations men, W. C. Swartley, station manager, announced last week.

Named as WBZ-AM-TV assistant manager is Willard H. Hauser, formerly chief engineer of the stations, who will take over broad administrative responsibilities for both radio and video operations, including technical duties, Mr. Swartley said.

Robert G. Duffield, KDKA Pittsburgh manager, will be shifted to WBZ-TV next Monday as television film and traffic manager, heading a new department which consolidates all station film and TV traffic operations.

Mr. Hauser, who has been with Westinghouse 24 years and who has been WBZ chief engineer since October 1943, has been assigned additional duties from time to time since opening of the WBZ radio-TV center in June 1948, Mr. Swartley said.

Mr. Duffield's service with Westinghouse radio dates back to 1928. After serving in World War II as a Signal Corps lieutenant colonel, he was manager of WOWO Fort Wayne, Ind., until July 1951, when he was named KDKA manager.

Mr. Hauser

Mr. Duffield

CENSORSHIP

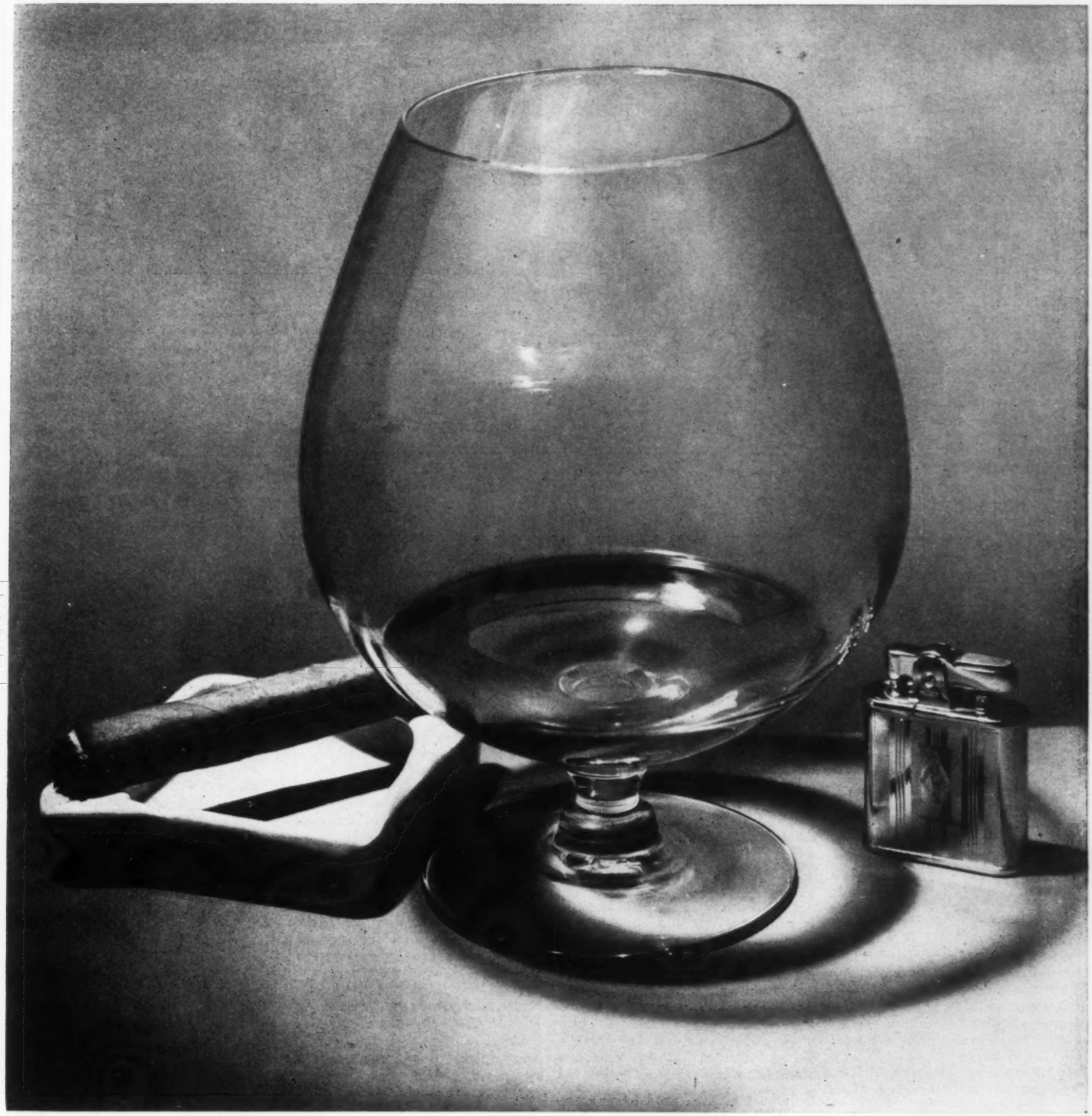
Services Give Korean Policy

FIELD censorship in Korea will be vested with public information offices of the Army, Navy and Air Force rather than intelligence officers of the various services, it was announced last Thursday.

The services said liberalized procedures for field censorship on news in combat zones will assure prompt release of information. News will be censored "for security only," not for policy, it was explained.

The new regulations were regarded as a victory for critical newspaper editors who sought more rapid handling of the news. What effect they would have on radio-TV correspondents in Korea or when they would become effective were not immediately known. It was believed the policy would benefit broadcast media, which emphasize speed in transmission.

The authority of field press censors, who will be trained in applying the new regulations during maneuvers next year, "will not be used to prevent the transmission of news upon the ground of anticipated adverse reaction by the American public," it was said.



Like brandy goes with cigars

More listeners-per-dollar and W-I-T-H go together just like brandy goes with cigars! It's a natural combination!

Baltimore retailers know all about this. *That's why W-I-T-H carries the advertising of twice as many of them as any station in town!*

These more listeners-per-dollar that W-I-T-H delivers mean *low cost results!* That's what you want from radio, isn't it?

Let W-I-T-H produce for you too—at low, LOW cost! Your Forjoe man will give you the whole story.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

FCC WARNS

Of Possible Action On False Radiations

VEILED warning that FCC may be forced to take action unless the radio-TV manufacturing industry puts its house in order and acts to suppress spurious radiations from transmitters and receivers, was implied by the Commission in a letter last week to the Joint Technical Advisory Committee.

The letter requested that JTAC study the problem of limiting spurious radiations from transmitters and receivers. It called attention to the newly-published JTAC report on radio spectrum conservation.

Fear that uncorrected interference from transmitters and receivers might jeopardize the TV table of allocations of uhf channels also was expressed.

"Since the entire uhf plan was based upon the assumption that such standards [41.25 mc receiver intermediate frequency] would be adhered to, this apparent lack of standardization casts doubt on the continuing validity of the plan," the FCC wrote.

JTAC is scheduled to meet Dec. 18 at which time the subject of the FCC's request will be taken up. It is believed a subcommittee will be appointed on the radiation problem.

Problem of interference from spurious radiations from transmitters and receivers has become more acute in recent years, the Commission said.

In TV, the problem has become critical, the Commission said, because the harmonics from transmitters fall in the wavelengths used by aviation communications and navigational facilities.

Current TV transmitters, which use only a 30 db suppression, are "clearly not sufficient to achieve adequate harmonic suppression," the FCC said. It referred to its rule-making proposal several weeks ago to require TV transmitters to have a 60 db suppression [B•T, Dec. 1].

FCC Not Satisfied

The Commission said it was not satisfied "that the rate of industry progress [referring to suppression of receiver emissions] is consistent with the seriousness and urgency of the problem." It referred to its letter last September to Radio-Television Mfrs. Assn. on the problem [B•T, Sept. 29].

The September letter to RTMA was answered by Glen McDaniel, then president of the manfacturers' trade association, who told the Commission that RTMA Committee R-15 was working on the problem and hoped to submit findings to the Commission in the near future.

For the last few years the Commission has had outstanding a proposal that would require all devices that are not technically transmitters to curb radiations to 15 uv/m at 100 feet.

Specific request to JTAC was contained in the following list of topics recommended for study:

1. The limits which should be established for radiations, which are incidental to the operation of equipment and which do not fall within allocated frequency bands, to assure safe and reasonable protection from interference to radio broadcasting, communication and navigation services.
2. Review the technical problem of reducing spurious radiation from various devices to determine the feasibility of the suppression measures necessary to accomplish the radiation limitations determined under Item 1.
3. Review the problem of instrumentation necessary to effectuate a national program of the control of spurious radiation. The study should consider the practical problems of quality control measurements for the factory and simple tests which can be applied in the field to completed installations.
4. Study the procedures and organizational activity in this field to determine whether additional effort is required to coordinate interference reduction efforts.
5. Determine any needed action to coordinate the external performance of receivers with the engineering of service and station allocations.

OBSERVANCE of the 27th anniversary of *Grand Ole Opry* at WSM Nashville, Tenn. drew agency and station executives, and more than 100 rural disc jockeys. Enjoying cocktail party festivities which preceded dinner, are (l to r): Max Wylie, William Esty Co., New York; Minnie Pearl, *Opry* entertainer, WSM; Jack Stapp, WSM program director; Judge Hay, originator of *Grand Ole Opry*; Uncle Ollie Hamilton, WJZM Clarksville, Tenn.; Eddie Birnbreyer, William Esty. Special section of 100 seats was set off for visiting guests who mingled with show's personalities after anniversary program. WSM reports program was so successful it plans to hold an annual observance.

'FREE ENTERPRISE TRAIN'

Would Exhibit Progress, Products of Industries

ADVERTISING executive J. Carson Brantley's dream of "Free Enterprise Train" is well on the way to reality.

Mr. Brantley

Mr. Brantley, head of the Salisbury, N. C., advertising firm bearing his name and advertising director of Stanback Co., has completed details after two years labor.

"Free Enterprise Train," as envisioned by Mr. Brantley, will tell the story of free enterprise in the U. S. through a series of exhibits aboard a special train.

Mr. Brantley has been in the advertising field a quarter century. His agency has been credited with being one of the first to adopt radio as a major medium and he has been credited with having pioneered the dramatized radio commercial. His accounts have included such major advertisers as R. J. Reynolds Tobacco Co. and at one time his placements exceeded 500 broadcasts daily the year round.

Major industry leaders have been invited to purchase a minimum of a half car for participation. Each half car of exhibition space will cost the participating company $75,000.

The train is to exhibit at 83 cities in 36 states, beginning in Washington, D. C., around next May 1. It will tour four months, with one to three days exhibition time at each stop, according to population.

Mr. Brantley plans exhibits by 22 major industries on 11 cars, with participation limited to industries of national prestige. Exhibition theme would show continuity of progress from the founding of each firm to its current operation and its product.

In a brochure sent to prospective exhibitors, Mr. Brantley explained, "Your exhibit should be a revealing and inspiring panorama of the birth, progress and present-day operation of your company, culminating in a striking display of your product or products."

Prospective exhibitors are advised they can design, build and install their exhibits or assign any part of the operation to the display contractor for the train.

Three cars (six half-car exhibits) are to be devoted to the general theme, "This Is America." In addition to the 22 industry exhibits, this general theme would be carried out in other half-car exhibits:

Democracy and industry at work; religion and the American way of life; education and advancement of truth in a free world; labor in a democracy—progress since 1900—statistics; the farmer in a democratic agriculture, and science and advancement of human welfare.

Advance units would contact mayors, ministers, educators, civic clubs, newspapers and radio and television stations, Mr. Brantley noted. The "Free Enterprise Train" publicity organization—aboard the train—is to plan and direct national and local publicity.

Payment of the $75,000 is contingent on participation by at least 18 exhibitors.

Mr. Brantley, now 49, began his own agency in 1928. His was one of the first agencies to realize radio's worth. A Boston station reportedly gave his agency credit as the first to air dramatized commercials. At one time the agency's radio placements exceeded 500 broadcasts daily the year around [B•T, April 28, 1941].

Further details about "Free Enterprise Train" may be obtained from Mr. Brantley, Salisbury, N. C.

WBT SHIFTS

Sales Staff Is Reorganized

WALLACE J. JORGENSON has been named national sales manager of WBT WBTV (TV) Charlotte, N. C., it was announced last week.

Mr. Jorgenson

Mr. Jorgenson formerly was WBTV general sales manager.

Other changes announced were the elevation of Bennett K. McKinnon from WBT local sales manager to Carolinas sales manager, and Paul B. Marion, formerly WBTV sales representative, to WBTV Carolinas sales manager.

All three sales managers will work directly under J. R. Covington, assistant vice president in charge of sales and promotion. All appointments are effective Jan. 1.

Shifts result from the resignation of Keith S. Byerly, WBT general sales manager, who accepted a post as manager of the Atlanta office of the Katz Agency.

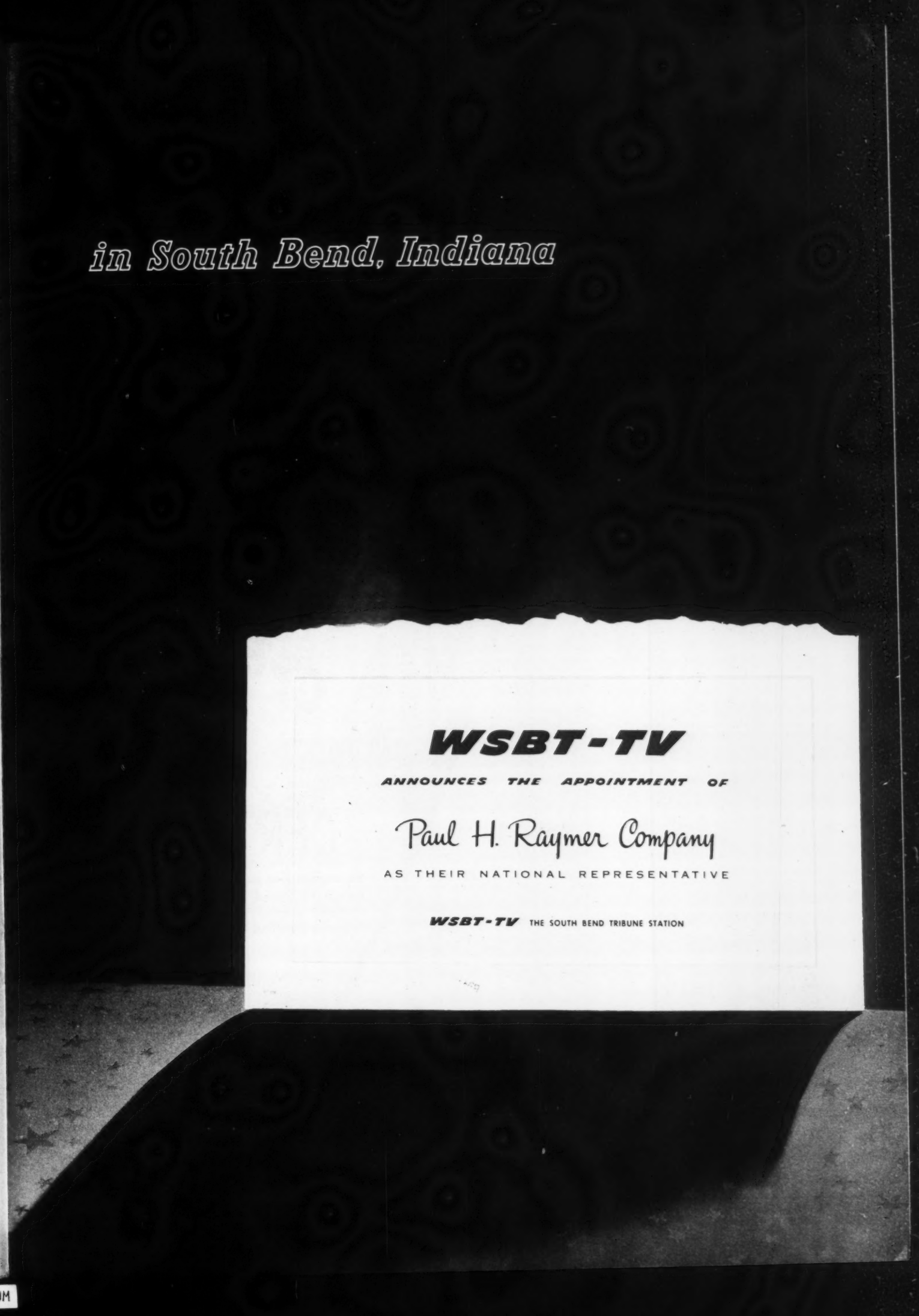
Charles H. Crutchfield, executive vice president and general manager, Jefferson Standard Broadcasting Co., licensee of the stations, commented:

"We have accepted Mr. Byerly's resignation with genuine regret. He has contributed substantially to the sales progress of our station for over six years. He carried with him to his new position our sincere thanks and best wishes."

Mr. Marion

Mr. McKinnon

in South Bend, Indiana



HERE'S

WLS OPERATION GROCER

HERE'S WHAT YOU GET!

1. **SPECIAL SALES:** Product featured in Special Sales conducted by each of eleven participating Food Groups . . . comprising more than 4000 grocery stores with an annual food dollar volume equal to 75% of the retail food volume done in metropolitan Chicago.

2. **SALES BULLETINS:** Product featured in Sales Bulletins from Food Group Headquarters to member stores . . . and store managers directed to give special display, promotion and selling effort to WLS-advertised products.

3. **NEWSPAPER ADVERTISING:** Product featured in Chicago newspaper advertising by the various Food Groups during the weeks of their respective promotions.

4. **SPECIAL DISPLAYS:** Product given special display treatment, with Window Banners, dump or basket displays, Circulars and other point-of-purchase material from the eleven participating Food Groups.

5. **SHELF TALKERS:** Product high-pointed with Shelf Talkers which effectively bring it to the special attention of shoppers at the psychological moment and step up sales even more.

CERTIFIED

We enjoyed an average increase of between 13% and 14% on all items advertised during the sale, advises K. Stupp of Certified Grocers of Illinois, Inc.

XUM

PROOF *that*

"OPERATION GROCER" CREATES SALES...

NATIONAL

One of the most successful sales and prestige building promotions we've experienced this year, reports E. J. Chaplicki, Chicago Branch Manager, National Tea Co.

CENTRELLA

Sales of WLS advertised products showed increases of 20% to 167% during the sale . . . and up to 50% increase since the sale, according to H. G. Jasker, Vice President, Central Grocers Cooperative, Inc.

MIDWEST

Although the general trend of retail sales, locally, was below normal, our sales rose nearly 8% due, largely, to this promotion, says Stanley M. Dunin, Merchandising Manager, Midwest Grocery Co.

PROGRESSIVE

It is with a great deal of pleasure that I am able to report an increase of 8½% in the movement of WLS advertised products during our tie-in promotion, writes J. R. Hulbert, Merchandising Manager of Progressive Food Stores, Inc.

Step up the sales of *your* grocery-sold product in the great Chicago market by making it a part of the time-tested, result-proven, OPERATION GROCER Merchandising-Advertising Plan. The above are typical accomplishments . . . many report far greater sales increases from their participation in OPERATION GROCER. Your John Blair man can supply *all* the facts . . . facts you should have if you're interested in increasing *your* sales in the nation's second largest market. Write, 'phone or wire *today* for complete information!

WLS

The PRAIRIE FARMER STATION

1230 W. WASHINGTON BLVD.

CHICAGO 7

WLTV Sold to Crosley for $1.5 Million

(Continued from page 23)

stock to Crosley, but may continue as general manager and operating head.

In his announcement, Mr. Shouse expressed hope that the present management and operating personnel of WLTV will stay with the station. The reputation of Crosley for operating outstanding TV and radio properties was praised by Mr. Lane, who said that under the new ownership WLTV would be a top-notch facility and perform maximum service in the public interest.

WLTV was Atlanta's third TV station. The others are WSB-TV, owned by the Atlanta Newspapers Inc., now on Ch. 2, and WAGA-TV, owned by Storer Broadcasting Co., assigned to Ch. 5.

WLTV was acquired by Broadcasting Inc., from the Atlanta Newspaper Inc., following consolidation of the *Journal* and the *Constitution* in 1951. The *Journal* had operated WSB and WSB-TV, while the *Constitution* had held the construction permit for WCON-TV. Because of the duopoly regulations, one of the AM stations and one of the TV permits had to be disposed of. WCON-AM was discontinued, while WSB-TV took over the Ch. 2 assignment of WCON-TV, and the equipment for the Ch. 8 assignment was sold to Broadcasting Inc. This transaction, closed in March, 1951, covered transmitter, building and land as well as FM equipment. It involved an initial $525,000 outlay but Broadcasting Inc. is now reported as having in excess of $1,250,000 in the property.

There have been periodic reports that WLTV was for sale. Last summer it was learned that Westinghouse Stations Inc., had tacitly agreed to purchase the property for approximately the same figure—$1,400,000. It was then estimated that another half-million to $600,000 would be entailed in bringing the station to maximum permissible power of 316 kw, which would involve a new transmitter location, new transmitter and tower. At that time, however, the station was losing money.

The Atlanta group in Broadcasting Inc. is headed by Walter C. Sturdivant, president, owner of the Montgomery Knitting Mills of Summerville, Ga. Other major stockholders, in addition to General Manager Lane, include Clement C. Evans, Alfred Kennedy Jr., Harris Robertson and Arthur Montgomery. The station was the 108th to go on the air and the last of the "pre-freeze" operations.

SUBSCRIPTION TV

Faught Sees in One Year

BELIEF subscription TV will receive FCC approval within a year and will be available to home viewers within three years was expressed last Monday by Dr. Millard C. Faught, head of his own New York firm of management consultants.

In a talk to the Electric Club of Los Angeles, Dr. Faught claimed "the dollar signs in TV's economics will never stop chasing their tails until TV gets its own box office."

Dr. Faught said tremendous marketing potentials of video will not be realized until such time and "everybody who has anything to do with television, from sponsor to viewer," will be better off.

"It will make more video stations economically possible by giving all stations, big and small, an added source of revenue," he said. "Culture commodities—such as spectator sports, opera, Broadway plays and education—will be merchandisable via television, giving more people more reasons to buy and use TV sets."

Dr. Faught said the advertiser will not lose his audience under such a system, because family entertainment budget limitations "would still keep the average set available to the sponsor at least 90% of the time."

Shades of CBS-TV

THE COLOR in television—black-and-white television, that is—is gray, CBS-TV has decided. The network reported last week that, for monochrome TV, gray has been found to be "such a handy, functional color" that sets for virtually all CBS-TV shows, particularly dramatic productions, will be done in different shades of gray. Other colors are "unpredictable" on TV, according to Carlton Winckler, production manager of CBS-TV's operations department.

DuMont's Tele-Centre

PROGRAM, engineering, teletranscription and film syndication departments of the DuMont Television Network will occupy new quarters at the network's new Tele-Centre at 205 East 67th St., New York, effective today (Monday). Transfer of office equipment from the main DuMont network offices at 515 Madison Ave. was to be completed over the weekend. Tele-Centre [B•T, Nov. 24] eventually will become the main source of programming for the network, starting in January when the first of the building's five studios is expected to be ready for telecasting.

WORTHW

the New York station where listeners listen and sponsors sell... key station of MUTUAL Broadcasting System

IT

XUM

RADIO HOMES CENSUS

Ind., N.C., D.C., Wash., Minn. Listed

NUMBER of radio homes in Indiana, North Carolina, District of Columbia, State of Washington and Minnesota is shown in official figures just released by the U. S. Census Bureau. Figures show the official tabulation of radio homes as determined by the 1950 decennial census.

Television homes also are shown but TV circulation is based on April 1950, when fewer than 5 million TV receivers had been manufactured and stations were just coming on the air in most areas. Present TV circulation for the nation as a whole is nearing 20 million sets.

Official census data for the states follow:

STATISTICS in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 14 for Indiana, 33 for North Carolina, 9 for D. C., 47 for State of Washington and 23 for Minnesota, will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 55, 65, 25, 40 and 50 cents per copy, respectively.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, No. 14, 33, 9, 47 and 23, now available from the Superintendent of Documents at 20, 20, 15, 30 and 25 cents a copy, respectively. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 14, 33, 9, 47 and 23 available from the Superintendent of Documents, at 60, 65, 25, 45 and 55 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—INDIANA

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—INDIANA									
The State	3,934,224	1,168,916	1,156,170	1,114,485	96.4	826,604	1,152,170	75,180	6.5
S.M.A.									
Evansville	160,422	47,597	47,140	45,255	96.0	31,356	47,045	320	0.7
Fort Wayne	183,722	54,818	54,785	53,845	98.3	39,150	54,685	515	0.9
Indianapolis	551,777	167,571	165,015	160,835	97.5	120,282	164,335	13,515	8.2
Muncie	90,252	27,308	27,110	26,395	97.4	19,877	27,105	805	3.0
South Bend	205,058	59,230	58,890	57,845	98.2	40,180	58,800	2,855	4.9
Terre Haute	105,160	33,510	33,195	31,625	95.3	25,651	33,135	245	0.7
URBANIZED AREAS									
Evansville	137,573	41,786	41,325	39,630	95.9	*	41,220	260	0.6
Fort Wayne	140,314	43,006	42,930	42,415	98.8	*	42,835	365	0.9
Indianapolis	502,375	153,812	151,315	147,390	97.4	*	150,685	12,150	8.1
South Bend	168,165	49,007	48,815	48,010	98.4	*	48,735	2,075	4.3
Terre Haute	78,028	25,733	25,470	24,260	95.2	*	25,405	155	0.6
URBAN PLACES									
Anderson	46,820	15,164	14,930	14,605	97.8	11,376	14,895	685	4.6
Bedford	12,562	4,027	4,030	3,875	96.2	3,233	4,015	55	1.4
Bloomington	28,163	6,941	6,940	6,645	95.7	5,094	6,875	365	5.3
Columbus	18,370	5,756	5,730	5,510	96.2	3,268	5,715	275	4.8
C'nn'rsville	15,550	4,715	4,610	4,435	96.2	3,399	4,595	520	11.3
Cr'wf'dsville	12,851	4,066	4,020	3,895	96.9	3,066	4,005	100	2.5
East Chicago	54,263	14,478	14,300	13,815	96.6	12,072	14,235	3,390	23.8
Elkhart	35,646	11,355	11,260	11,095	98.5	9,216	11,230	195	1.7
Elwood	11,362	3,477	3,375	3,285	97.3	2,911	3,335	130	3.9
Evansville	128,636	39,403	38,960	37,380	95.9	24,293	38,870	230	0.6
Fort Wayne	133,607	41,000	40,920	40,415	98.8	31,046	40,825	345	0.8
Frankfort	15,028	4,904	4,845	4,700	97.0	3,699	4,825	130	2.7
Gary	133,911	37,323	36,930	35,965	97.4	27,177	36,780	8,870	24.1
Goshen	13,003	4,074	3,985	3,880	97.4	3,229	3,980	50	1.3
Hammond	87,594	25,230	25,060	24,465	97.6	17,402	24,950	8,121	32.5
Hobart	10,244	3,050	2,960	2,930	99.0	1,843	2,960	1,010	34.1
Huntington	15,079	4,864	4,855	4,745	97.7	3,750	4,850	40	0.8
Indianapolis	427,173	131,746	129,520	125,930	97.2	102,322	128,895	9,605	7.5

(Continued on page 46)

HILE

WORKS!

The only worthwhile investment is one that pays off.

Advertising on WOR is *really* worthwhile! For years, WOR has paid off with *more* sales for *more* advertisers than any other station in the country.

WOR, the most sales-effective station in the U. S., serves 26,000,000 people in 14 states, and provides them with programs they listen to (WOR is first choice among listeners in both news and women's service programs).

You'll find it worth *your* while to learn what WOR can do for you.

Sarnoff to Absorb Trammell Post

(Continued from page 25)

contribution to the industry and the public."

He said he was "proud to have brought him into our organization 30 years ago," that "his success is due to his own fine accomplishments," and that "I am certain he will succeed in the future as he has in the past."

RCA and NBC, Gen. Sarnoff said, "are happy that Mr. Trammell has accepted their invitation to continue as a consultant and that they will have the benefit of his great experience and wise counsel." Terms of the consultancy agreement were not officially disclosed.

Mr. Trammell said that "I cannot fully express my feeling of regret at leaving the magnificent organization with which I have been associated for almost 30 years; nor can I adequately express my gratitude for the help and cooperation I have had from my associates in the company, my many friends among the advertisers and their agencies, the stations affiliated with NBC, and the radio and television artists.

"I am delighted to be associated with Mr. Knight and Mr. Cox in their effort to bring another television service to the important expanding market of Miami at an early date."

McConnell Statement

His resignation brought this statement from NBC President Joseph H. McConnell:

"We here at NBC are going to sorely miss Mr. Trammell's sound advice and guidance. No other broadcasting operator has contributed so much as he to the public's enjoyment of radio and television. He commands the respect of every advertiser, every station owner, and every artist with whom he has dealt. The people of Miami are fortunate indeed to have such a person serving them."

Mr. Trammell, in radio since he was hired by Gen. Sarnoff in 1923 as an RCA West Coast commercial representative, has won broad recognition both as a salesman and as a showman.

With NBC since March 1928, and its president from July 1940 until his advancement to board chairman in 1949, he has helped guide the radio industry through crucial years and contributed to the development of the television pattern. He is credited with bringing into broadcasting many of today's major advertisers and many of the top programs and stars.

Outstanding Executive

Three decades in radio and communication comprise one of the most distinguished careers in broadcasting history, and Niles Trammell's thousands of friends point to him as one of the industry's outstanding executives.

After executive jobs with RCA on the West Coast, starting in 1923, he moved into NBC in March 1928 as a salesman. There he found his proper niche in the business world and within two months was named manager of the NBC Central Division, headquartering in Chicago.

Many of NBC's major accounts and programs were introduced to radio through Mr. Trammell's sales efforts. For a decade he scoured the Midwest, getting new accounts and keeping old ones contented. His success led to transfer to NBC New York in 1939 as executive vice president. He was soon elevated to the presidency in 1940 and elected chairman of the board Oct. 7, 1949.

Niles Trammell was born July 6, 1894, in Marietta, Ga. He was educated at Sewanee Military Academy, Sewanee, Tenn., and U. of the South, Sewanee. During World War I he was a lieutenant in the infantry, serving until March 1923 as staff officer under Maj. Gen. Charles G. Morton, Presidio, San Francisco. From the Army he moved into a business career via RCA.

Resentment Toward NCAA TV

(Continued from page 23)

seems to me it would be better."

Small colleges "apparently don't need" the protection of NCAA's controlled football plan, sportswriter James Enright reported in the *Chicago Herald-American* after polling athletics officials at five midwest colleges within television range of Chicago.

Noting that NCAA claims the welfare of the small colleges is its main concern in restricting TV football coverage, Mr. Enright concluded that the colleges he surveyed "haven't been hurt, even by the big games in this area."

Of the athletic directors or coaches he questioned, he quoted one who said his school was "not afraid of television"; another who blamed attendance decline on "lack of natural rivals," though he found a one-game case where TV hurt a year ago; another who saw no reason to "get excited" about TV's gate effects; one who said poor early-season showings were to blame for attendance decline at his school, and one who felt at least another year must pass before TV's effect can be appraised.

Circulated Story

The DuMont TV Network, one of the leaders in the fight against the NCAA plan, circulated extracts from the *Herald-American* story as a press release.

Views advanced by the schools' athletics officials, as quoted by Mr. Enright, included the following:

Carl Henrichs, athletic director, Valparaiso (Ind.) U.—"We are not afraid of television. We realize it is here to stay and we just have to live with it. Right now, it hasn't hurt us one bit, and I don't think it will if we step up our promotion and selling campaigns.

"Our attendance was up at least 15% over last season. Of course, the fact that we opened the season with a string of 21 straight victories didn't hurt the interest in our team. . ."

Johnny Breen, Lake Forest College, just north of Chicago—"Lake Forest's attendance declined from 15% to 18% compared to last season, but it produced an odd situation. Our gate sales were up, and our student attendance was down.

"Lack of natural rivals on our schedule can be blamed for this decline. In answer to the inroads of major football television on our crowds, I can report that we drew the second biggest crowd of the season Nov. 8, the same afternoon the Oklahoma-Notre Dame game was covered by video. Only the homecoming game outdrew that one.

"Lake Forest, however, isn't dependent on attendance to support its athletic program. We feel this program is just as important as any course of study we offer, and we plan to support sports in the same manner we do any individual branch of study.

"That is why we aren't directly concerned about television. In fact, we like it and are happy to know it is bound to improve and get bigger. . . .

"A year ago, we played Beloit at home and the same day Wisconsin and Illinois met in a nationally televised game, and since our fans, as well as Beloit's, had a stake in the major contest, they by-passed our game. If I hadn't decided to take up coaching and wasn't involved in this one game, I probably would have done the same thing myself. After all, you can't laugh off anything as big as television."

Chick Evans, Northern Illinois State College, at De Kalb—"We can't see any reason to get excited about television. The expense of our athletic program is defrayed by student support, and it costs them $2.00 each per term."

Dolph Stanley, athletic director, Beloit (Wis.) College—"Our attendance was the best in years. There were two reasons for this. First, we had an excellent team, and the fine weather all fall was another helpful factor. Frankly, I think it will take at least another year to tell about the inroads television will make in secondary intercollegiate football. In the meantime, I'm hoping our football in the future will pay its own way like basketball does now."

Milton (Bud) Hinga, Hope College, Holland, Mich.—"We didn't draw too well, but we know why. Our team lost its first five games before winning the final four. It is difficult to drum up interest during a slow start like that."

upcoming

Dec. 27-29: American Marketing Assn., conference, Palmer House, Chicago.

1953

Jan. 3: 83rd Congress convenes, Washington, D. C.

Jan. 5-10: National Collegiate Athletic Assn. convention, Mayflower Hotel, Washington.

Jan. 9-10: South Carolina Broadcasters Assn. annual meeting, Francis Marion Hotel, Charleston, S. C.

Jan. 26: Theatre TV allocation hearing, Washington.

Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

Feb. 16-17: Advertising Federation of America, New England District annual meetings; Springfield, Mass.

WALKER SPEECHES

Spotlight Educational TV

FCC's speech-making Chairman Paul A. Walker hit the educational television trail twice last week, once on Monday before the District of Columbia Federation of Women's Clubs at a luncheon meeting at Washington's Wardman Park Hotel, and again on Thursday in Atlanta before the Southern Regional Conference on Educational TV.

Comr. Frieda B. Hennock also addressed the D. C. women's group on Monday.

The Atlanta conference was sponsored by the Southern Regional Education Board, Joint Committee on Educational Television and the American Council on Education at the Biltmore Hotel. Chairman Walker, warning educational reservations must not be taken lightly, pointed out commercial grants are being made faster than transmitter manufacturers can handle supplying them.

Respecting the end of the one-year cut-off date, June 2, 1953, when FCC will consider petitions to amend the table of channel assignments, Chairman Walker pointed out that reservation of channels will not automatically terminate on that date. Petitions to change the channels to commercial assignments must be filed in each case, he indicated.

PRICE ELECTED

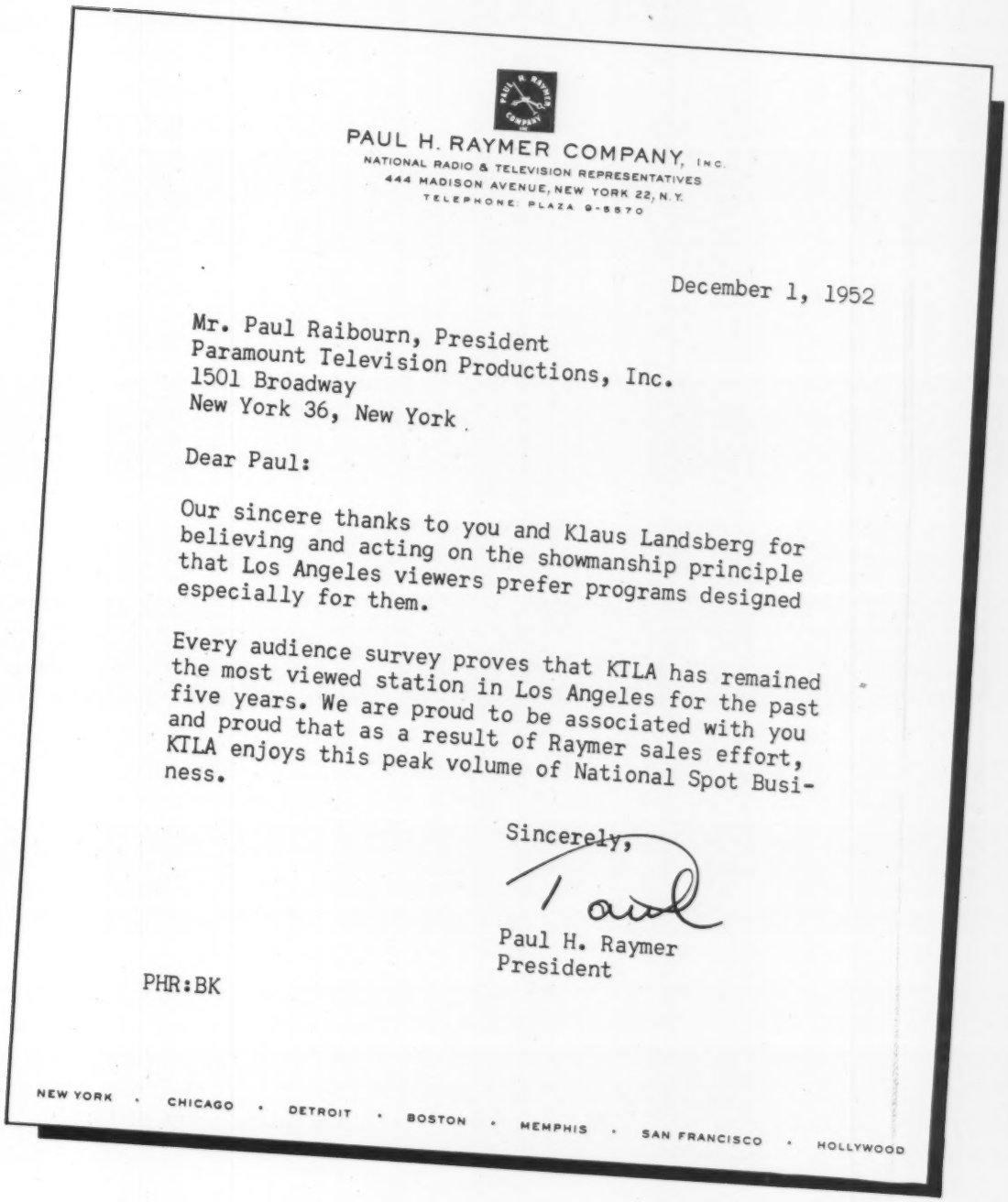
Pres. of TV-Radio Editors

PAUL PRICE, *Los Angeles Daily News*, was elected president of Television-Radio Editors of Southern California at a reorganization meeting of the former Southern California Society of Radio-TV Editors.

Other officers are Tom Danson, Universal Syndicate (TV news service), vice-president; Allen Rich, *San Fernando Valley Times*, treasurer; and Jane Pelgram, *TV-Radio Life*, secretary.

With the largest volume of
National Spot business delivered by an independent representative
to any television station in the United States...

PAUL H. RAYMER COMPANY, INC.
Reports to
KTLA
PARAMOUNT TELEVISION PRODUCTIONS, INC.



PAUL H. RAYMER COMPANY, INC.
NATIONAL RADIO & TELEVISION REPRESENTATIVES
444 MADISON AVENUE, NEW YORK 22, N.Y.
TELEPHONE: PLAZA 9-5570

December 1, 1952

Mr. Paul Raibourn, President
Paramount Television Productions, Inc.
1501 Broadway
New York 36, New York

Dear Paul:

Our sincere thanks to you and Klaus Landsberg for believing and acting on the showmanship principle that Los Angeles viewers prefer programs designed especially for them.

Every audience survey proves that KTLA has remained the most viewed station in Los Angeles for the past five years. We are proud to be associated with you and proud that as a result of Raymer sales effort, KTLA enjoys this peak volume of National Spot Business.

Sincerely,

Paul H. Raymer
President

PHR:BK

NEW YORK · CHICAGO · DETROIT · BOSTON · MEMPHIS · SAN FRANCISCO · HOLLYWOOD

Pick the one that gives you the most!

Step up sales...and profits with WDOD... the Chattanooga station that gives you the most listeners...the widest coverage. No other station in this market can match our 27 years of leadership.

Check the latest Nielsen and Standard Audio Measurement Service figures!

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

NLRB

Orders Elections at KSD-AM-TV; Looks at WWOL-NABET Tiff

THE NATIONAL Labor Relations Board has ordered elections be held at KSD-AM-TV St. Louis, the Pulitzer Publishing Co. outlets, to determine the bargaining representative for engineers, projectionists, cameramen, soundmen and stagehands. Four AFL locals are affected.

Involved in the elections are Local 1217 of International Brotherhood of Electrical Workers (AFL), and Locals 6, 143 and 166 of the International Alliance of Theatrical Stage Employes & Moving Picture Operators of the U. S. (AFL).

Direction of elections was announced by the labor board last Saturday. Chairman Paul M. Herzog and members Paul L. Styles and Ivar H. Peterson signed the order.

In another case, an NLRB trial examiner issued an initial decision requesting WWOL Buffalo, N. Y., to bargain with the National Assn. of Broadcast Engineers & Technicians as agent for certain station employes.

In the Pulitzer case, involving radio-TV properties of the *St. Louis Post-Dispatch*, IBEW seeks a bargaining unit of all broadcast engineers, projectionists, stagehands and film cameramen. The IATSE locals each request separate groups for stagehands, projectionists and film-sound cameramen. KSD-AM-TV has taken a neutral stand save for its contention that cameramen are not employes but independent contractors. Only the engineers (about 36) have been covered under IBEW contracts, dating back to 1941.

Elections Decreed

NLRB ordered elections in two separate groups: (1) among engineers and projectionists, and (2) cameramen and soundmen. IATSE Local 143's bid for a projectionists' unit was rejected. Stagehands were bracketed in a separate group.

Thus, stagehands will vote between IBEW Local 1217 and IATSE Local 6; engineers and projectionists between IBEW Local 1217 and IATSE Local 143; and cameramen and soundmen between IBEW Local 1217, IATSE Locals 143 and 666. The latter involves IATSE's International Photographers branch.

According to preliminary findings by W. Gerard Ryan, the appropriate bargaining unit at WWOL should comprise all engineers, studio technicians and announcer-technicians. NABET has been the employes' certified representative since September 1951.

The CIO union filed a complaint with NLRB last April charging that Greater Erie Broadcasting Co. (WWOL) had refused to bargain with it. Leon Wyszatycki, WWOL owner, admitted certain allegations of the complaint but denied commission of any unfair labor practices, Mr. Ryan said.

The board examiner said he found WWOL had refused to bargain since Oct. 29, 1951. He based his decision on a provision of the Labor-Management Relations Act which obligates both parties to execute oral agreements already reached.

"For an employer, or a union, to repudiate agreements already reached by the refusal of one, or the other, to execute the contract is in itself an unfair labor practice and would result in complete repudiation of the collective bargaining process," Mr. Ryan asserted. He recommended the contract be executed, effective last April 9.

It was urged in line with usual NLRB practice, that the board issue an order requiring compliance if the station refuses to accept recommendations within 20 days of the date it receives the examiner's report.

BROADCAST MEDIA

Hill Unit to Discuss

THE SPECIAL House Campaign Expenditures Committee will meet early this week to discuss staff recommendations for streamlining federal election laws and crystallizing the role played by the broadcast media.

First portions of the draft were in preparation last week, but recommendations governing radio and television had not yet been evolved.

The committee's report is expected to include specific suggestions for resolving some of the problems confronting broadcasters in political campaigns. A host of these questions was raised during the recent hearings in which NARTB and the FCC joined forces to appeal for remedial legislation covering libel, censorship and other thorny issues [B•T, Dec. 8].

The committee, headed by Rep. Hale Boggs (D-La.), will submit its report within the next fortnight —before the Jan. 3 deadline set by the resolution (H Res 558) which set the inquiry into motion. Committee members will review the staff suggestions and incorporate their own proposals dealing with radio-TV—all from the vantage point of streamlining overall campaign procedures, including broadcast expenditures.

Herbert Peele

FUNERAL services for Herbert Peele, 70, president and news director of WGAI Elizabeth City, N. C., and who with his family owned the station, were held Dec. 4 after his death two days earlier. Mr. Peele formerly had operated the Elizabeth City *Daily Advance*. Survivors are his wife and a son, who also are stockholders. C. Alden Baker will continue as WGAI general manager.

A Joyous Christmas and Prosperous New Year To ALL . . .

We're glad again, in Yuletide verse,
to toast you guys and gals
who buy and sell and advertise . . .
believe us, you're our pals!

Ol' Santa's ridin' by our side . . .
It's been a grand ol' year;
top billing still for radio . . .
we're full of Christmas cheer

And in the bright New Year to come,
We know you'll all be buying
the best ad medium there is . . .
Who says radio's dying?

So here's to YOU and YOU
and YOU . . .
and here's to '53;
Accept our Yuletide sentiments . . .
We mean 'em—and they're free.

John Esau
Vice President
and General Manager

•

L. A. (Bud) Blust
General Sales Manager

KTUL CBS Radio KFPW

TULSA, OKLA. **FORT SMITH, ARK.**

Affiliated with KOMA, Oklahoma City

AVERY-KNODEL, Inc. National Representative

GRADY INSTITUTE

Jackson Named Chairman

EIGHTH annual Georgia Radio and Television Institute will be held Jan. 28-30 at the Henry W. Grady School of Journalism, U. of Georgia, Athens, it was announced last week. Glenn C. Jackson, manager, WAGA-AM-FM-TV Atlanta, will be chairman.

Mr. Jackson

Institute will be under joint sponsorship of the Georgia Assn. of Broadcasters and the Grady School.

Program possibilities for the Institute were discussed at a meeting last fortnight. Among those present at the meeting were S. J. Carswell, WSFT Thomaston, GAB vice president; E. F. MacLeod, WBML Macon, GAB secretary; L. H. Christian, WRFC Athens, Institute chairman last year; Frank Crowther, WMAZ Macon, another former Institute chairman; A. D. Willard Jr., WGAC Augusta; Carter C. Peterson, WCCP Savannah, and John W. Watkins, WBBQ Augusta.

Aid Appreciated

RADIO and TV networks and stations, advertisers and advertising agencies received, through the Advertising Council last week, thanks of the U. S. Forest Service for public service broadcasting of warnings during the recent forest fire emergency.

WANTED: EDUCATORS

To Bolster Truth Campaign

EDUCATORS should take an active part in the psychological offensive of the U. S. by aiding the Voice of American and other facets of the Compaign of Truth, a State Dept. official told school authorities.

Reed Harris, acting administrator of the International Information Administration, under which VOA operates, called on school officials to aid in an "educational crusade." He addressed the Conference of State School Officials, meeting in Washington, D. C., under sponsorship of the U. S. Office of Education last Tuesday.

Mr. Harris said the Voice reaches a daily potential of 300 million people in 46 languages. Russians and their satellites are using more than 1,000 stations in "just trying to smother our radio messages," he stated.

WSPD SHIFTS

Dana, Kimble Promoted

SHIFTS of three members of the WSPD-AM-TV Toledo executive staffs were announced last week by Allen L. Haid, vice president and general manager of the stations.

Lester A. Dana, WSPD program director and chief announcer during the past year, has been named WSPD-TV program director. Formerly with WTOL Toledo, he has more than 10 years experience in broadcasting and before becoming radio program director was assistant program director of combined operations.

Succeeding Mr. Dana as WSPD program director is Emerson Kimble, sports and radio announcer, who has been with the station four years. Mr. Kimble previously had served on the staffs of WLW Cincinnati, WTAM Cleveland and was news director of WSAI Cincinnati.

Mr. Dana

Mr. Kimble

Mr. Dana, as TV program director, replaces Robert Evans, who has joined the TV sales staff as account executive. Mr. Evans' 18 years in the broadcast industry includes 15 years on the WSPD staff and service with stations in New York, Pittsburgh, Akron and Youngstown.

WWCA SCOOP

Newsmen Tape Confession

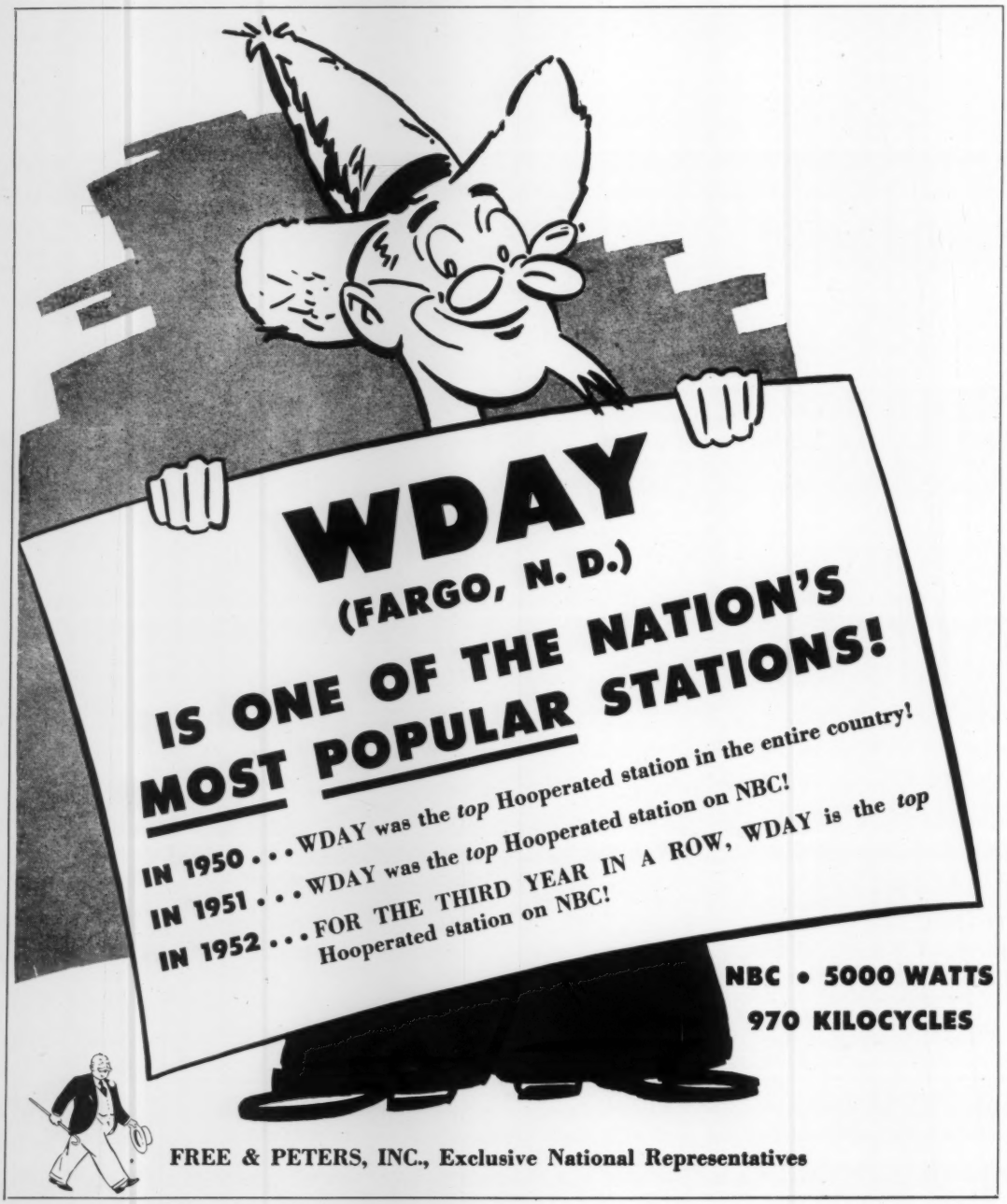
WWCA Gary, Ind., newsmen tape-recorded admissions of a confessed killer minutes after his arrest and then aired the tape less than a half-hour later.

The WWCA newsroom Dec. 6, received a police radio report that a man was running amok with a rifle and already had killed one victim. Todd Branson, program director, Ted Thorne, news editor, and Tom March, newsman, rushed to the scene with a tape recorder.

The gunman had fired three bullets into a neighbor, killing him instantly. He then reloaded his rifle, went into the street and fired three bullets into the rear of a moving automobile. None of these bullets injured anyone.

Arrested shortly thereafter, the killer immediately confessed to police. By that time, the WWCA trio had their tape-recorder in action, preserving such statements as: "I got the gun and shot him. He owed me money. I killed him."

The Lake County prosecutor heard the broadcast and asked WWCA to save the recording for use as trial evidence.


WDAY
(FARGO, N. D.)
IS ONE OF THE NATION'S
MOST POPULAR STATIONS!
IN 1950 . . . WDAY was the top Hooperated station in the entire country!
IN 1951 . . . WDAY was the top Hooperated station on NBC!
IN 1952 . . . FOR THE THIRD YEAR IN A ROW, WDAY is the top Hooperated station on NBC!
NBC • 5000 WATTS
970 KILOCYCLES
FREE & PETERS, INC., Exclusive National Representatives

JUST A MINUTE!

Yes! Just a minute spot can sell your product in America's richest market — KEYSTONE's Hometown and Rural America. In fact, thousands of these one minute spots are used every day by many of the nation's leading blue chip advertisers.

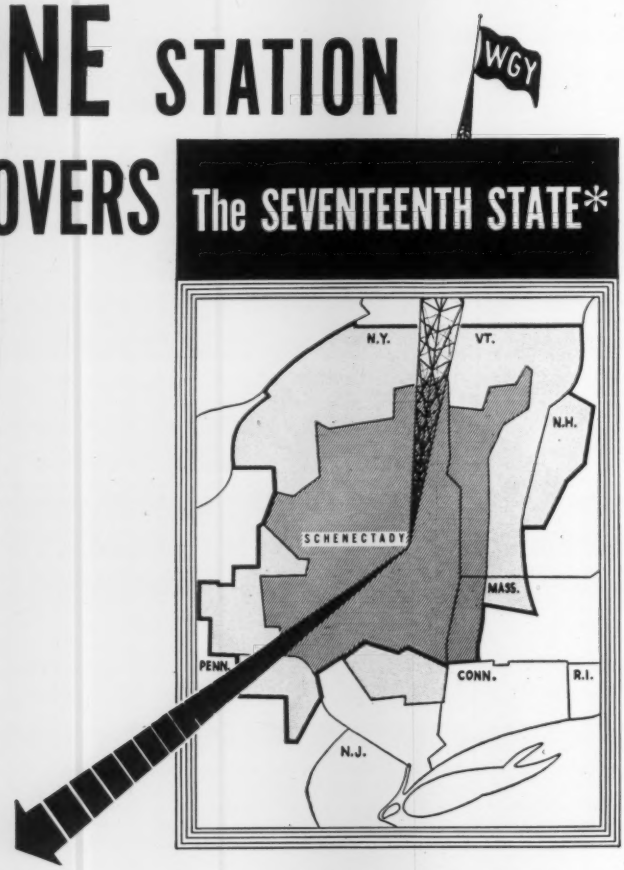
Build your own network with these one minute spots over all or any part of KEYSTONE's 631 sales-producing stations to meet your distribution and marketing requirements.

KEYSTONE BROADCASTING SYSTEM, INC.

• New York: 580 Fifth Ave. **• Chicago: 111 W. Washington**

• Los Angeles: 1330 Wilshire Blvd.

ONLY ONE STATION COVERS The SEVENTEENTH STATE*



*a compact market of 53 counties in Eastern New York and Western New England whose effective buying income is exceeded by only 16 states.

- 22 cities
- 458 towns
- 53 counties
- 2,846,300 citizens
- 840,040 radio families
- only NBC station
- more goods purchased than 36 states
- more spendable income than 32 states

WGY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE

Studios in Schenectady, N. Y.

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL
NEW YORK — CHICAGO — SAN FRANCISCO

NPA CONTROLS

No Relief Sighted For Major Projects

NO IMMEDIATE relief is in sight for radio and television broadcasters who contemplate major station construction after Jan. 1, although the government relaxed building curbs last week.

This is the consensus of allocation authorities who handle broadcast applications for vital controlled materials at the National Production Authority.

NPA announced Wednesday it will ease restrictions on recreational, amusement and entertainment projects, bringing them on a level with radio-TV broadcasting and other industrial building.

Broadcasters have been subject to a "no new start" policy since last August when the government laid down stringent criteria governing major construction and expansion programs. At that time, NPA said all but defense, "critically or highly important" and "hardship" projects would be deferred until next year. [B•T, Aug. 11].

There is no indication how soon after Jan. 1 unlimited new construction may be authorized on a steady basis. It was felt greater supplies of steel may point to such a relaxation.

Waits on Applications

It was learned, however, that NPA's Industrial Expansion Div. is "sitting" on about a dozen broadcast applications, with no attempt to screen them. Virtually all the bids reportedly were filed by new TV station applicants.

Each application will be processed by NPA as—and not until—the FCC approves each new grant and issues a CP, it was explained. This condition was set forth in the earlier days of the construction ban but not included in NPA criteria last summer.

Actually, this condition has been an implied requirement by NPA since the Commission lifted its freeze last April, although not expressly stated. Reasoning is that NPA would be ill-advised to authorize construction materials before FCC takes any action.

While NPA officials did not mention this factor, it's entirely possible the Industrial Expansion Div. is aware of a recent incident involving TV Colorado Inc., Colorado Springs, Col. In this instance, the Commission reprimanded the TV station (KKTV) for starting construction before it obtained a TV grant.

It is generally acknowledged that broadcasters embarking on small alterations, additions or remodeling jobs have not found it very difficult to get materials. Under last week's order broadcasters may continue to self-certify per project, per quarter, 25 tons of steel, 5,000 pounds of copper and 4,000 pounds of aluminum.

Another factor of interest to television network and station broadcasters in last week's announcement involves theatres. The government lifted the ban on new construction and provided for self-authorization of materials. With restrictions on large projects (radio, television centers, cities, etc.), some broadcasters have leased or purchased theatre properties in recent years to accommodate studio audiences for their productions.

The ban on these and related projects will be lifted Jan. 1, instead of May 1 as scheduled originally. Rapid recovery of the steel industry was said to be the major factor. The steel layoff also was the reason behind NPA's "no new start" policy last August.

But any hope controls on steel and other vital materials—used in station construction and radio-TV receivers—may be lifted after next April 1 have been dashed tentatively by Defense Mobilizer Henry Fowler, who plans to resign after Jan. 1.

Mr. Fowler said he felt it would not be "practicable or desirable to abandon the controlled materials plan before July 1." He added it would be a "grave mistake" to scrap any controls now.

Mr. Fowler thus rejected a steel industry advisory committee proposal that controls on steel for consumer goods be eased Jan. 1 and suspended April 1. The decision should rest with the new administration, he said.

In other developments last week:

• Manufacturers of selenium rectifiers predicted their business volume would jump 25% in 1953 because of military orders and consumer needs, and asked NPA to retain allocation control—but on a quarterly rather than monthly allotment basis.

• NPA reported no more nickel (used in receivers) will be given to civilian users than the amount allocated during the fourth quarter. It also said the high point of military electronic equipment output may be reached after next April 1.

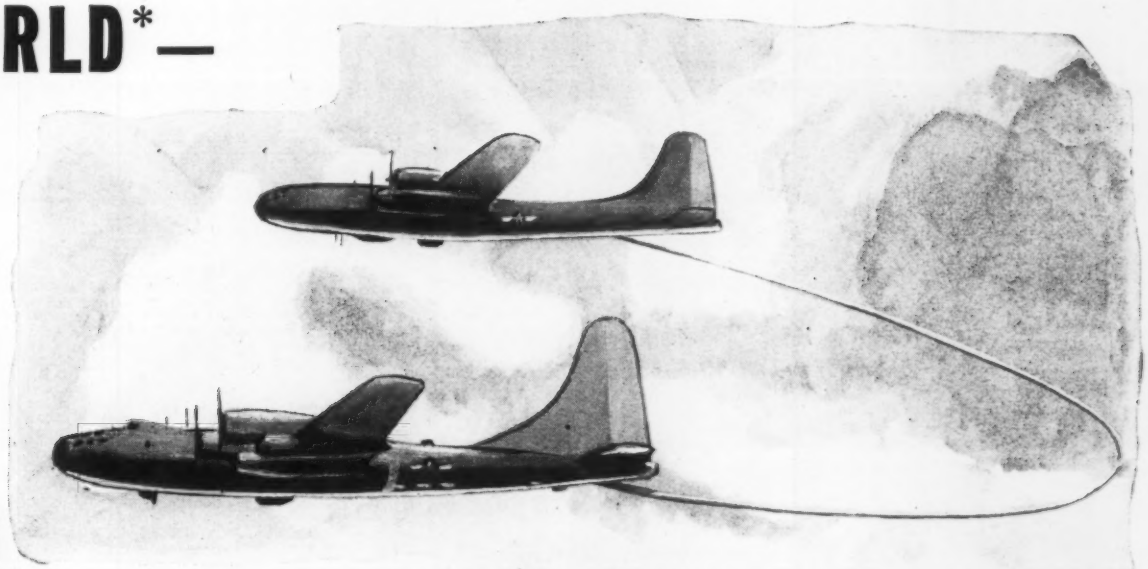
• The Defense Production Administration prepared to issue 1953 second-quarter quotas (for April-June) on steel, copper and aluminum. It's likely radio-TV set-makers will receive substantially the same quantities as in the first quarter. DPA also announced an expansion program for cobalt (used in alnico loudspeakers). This would relieve a current shortage because of a heavy military demand for jet plane engines and electronic devices.

Capt. Chas. Duffy

CAPT. CHARLES G. DUFFY, 53, former director of public information for the Navy Dept., died of a heart attack in Naples, Italy, last Wednesday. Capt. Duffy was chief of the public information division of Allied Headquarters in Southern Europe at the time of his death. He was in charge of Navy public relations early in the Korean war. Capt. Duffy is survived by his wife, two sons and a sister.

WCBS New York is conducting its 10th annual drive in cooperation with United Hospital Fund of New York to collect books for distribution at Christmas to patients in New York metropolitan hospitals.

YOU MIGHT FLY NON-STOP AROUND THE WORLD*—



BUT...

YOU NEED THE FETZER STATIONS FOR "AIR SUPREMACY" OF WESTERN MICHIGAN!

If you want to see your sales soar in Western Michigan, "climb aboard" the Fetzer stations—WKZO-WJEF in radio, WKZO-TV in television.

RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, do an outstanding radio job in their home cities. Together they deliver 57% more listeners than the next-best two-station choice in Kalamazoo and Grand Rapids—*yet cost 20% less!* Rural coverage is equally spectacular. 1949 BMB figures credited WKZO-WJEF with big increases over 1946 in unduplicated rural audiences—*up 46.7% in the daytime, 52.9% at night!* And there is good reason to believe that similar increases have occurred since 1949.

TELEVISION

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It serves more than a quarter million TV homes in America's 18th television market. This 28-county area embraces 58.1% of Michigan's non-Detroit population and 60.1% of the non-Detroit retail dollar. The October 1952 Videodex Report credits WKZO-TV with 106.1% more *afternoon* viewers than Station "B"—*213.4% more evening viewers!*

Get all the Fetzer facts today. Write direct or ask Avery-Knodel.

**The United States Air Force did, in 1949.*

WJEF top 4 IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV top 4 IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO top 4 IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WOODland! AM

Sold-384,320 Cook Books, a story of real sales action!

WOOD and WOOD-TV offered a series of 24 "WOOD and WOOD-TV Cook Booklets" to the important food outlets in Western Michigan. Normal profit margins were granted and WOOD and WOOD-TV assured adequate radio and television advertising backing.

Booklet No. 1 was offered for sale the first week. Each week thereafter throughout the 24-week period a new booklet was added. The promotion started February 28, 1952.

OBJECTIVES?

1. To promote WOOD and WOOD-TV to our audience and your customers.
2. To obtain a factual report on the ability of WOOD and WOOD-TV to move merchandise at the retail level — in large volume and at reasonable advertising cost.

USED RADIO AND TV EQUALLY . . .

We budgeted $400 a week for radio and TV advertising over the 24-week period. This broke down as follows:

Daytime TV (announcements only) — first and third six-week periods

Daytime and Nighttime Radio (announcements and programs) second and fourth six-week periods

Each medium received an equal share of the budget. *No other promotion was used.*

(Copy continued in ad at right)

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

Radio Homes Census

(Continued from page 37)

Indiana—[Cont'd]

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
Jeffers'nville	14,685	4,457	4,415	4,175	94.6	2,745	4,390	370	8.4
Kokomo	38,672	11,805	11,645	11,415	98.0	8,785	11,635	220	1.9
Lafayette	35,568	10,977	10,860	10,645	98.0	7,423	10,840	150	1.4
La Porte	17,882	5,766	5,700	5,588	98.0	4,365	5,690	775	13.6
Logansport	21,031	6,858	6,815	6,785	98.4	5,743	6,690	65	1.0
Marion	30,081	9,675	9,475	9,150	98.4	7,142	9,475	80	0.8
Mich. City	28,395	7,813	7,738	7,578	98.1	6,188	7,655	1,935	25.3
Mishawaka	32,913	10,329	10,245	10,013	97.8	7,308	10,215	320	3.1
Muncie	58,479	18,007	17,895	17,395	97.2	13,448	17,890	500	2.8
N'w Alb'ny	29,346	9,173	8,978	8,920	95.0	6,537	8,910	760	8.5
New Castle	18,271	5,790	5,765	5,593	97.1	4,460	5,760	145	2.5
Peru	13,308	4,375	4,290	4,265	99.4	3,461	4,270	45	1.1
Richmond	39,539	12,224	12,170	11,855	97.4	9,396	12,170	680	5.6
Shelbyville	11,734	3,911	3,875	3,715	95.9	2,966	3,875	120	3.1
South Bend	115,911	34,426	34,315	33,790	98.5	25,974	34,245	1,450	4.2
Terre Haute	64,214	21,333	21,106	20,120	95.3	17,189	21,055	130	0.6
Valparaiso	12,028	3,387	3,318	3,270	98.8	2,425	3,290	745	22.6
Vincennes	18,831	5,984	5,900	5,575	94.5	4,444	5,780	55	1.0
Wabash	10,621	3,376	3,370	3,320	98.5	2,572	3,363	50	1.5
Washington	10,987	3,483	3,365	3,210	95.4	2,361	3,350	35	1.0
W. Lafayette	11,873	2,565	2,500	2,475	99.0	1,805	2,480	35	1.4
COUNTIES									
Adams	22,393	6,297	6,295	5,990	95.2	4,779	6,275	65	1.0
Allen	183,722	54,818	54,785	53,845	98.3	39,150	54,685	515	0.9
Bartholomew	36,108	10,798	10,710	10,250	95.7	6,790	10,685	495	4.6
Benton	11,462	3,329	3,280	3,215	98.0	2,678	3,270	50	1.5
Blackford	14,026	4,338	4,300	4,180	97.2	3,538	4,295	30	0.7
Boone	29,993	7,631	7,720	7,555	97.9	5,891	7,695	370	4.8
Brown	6,209	1,720	1,635	1,425	87.2	952	1,650	70	4.2
Carroll	16,010	5,113	5,130	4,790	93.4	3,837	5,100	65	1.3
Cass	38,793	11,393	11,335	11,080	97.8	9,223	11,195	105	0.9
Clark	48,330	13,621	13,605	12,865	94.6	6,371	13,495	1,255	9.3
Clay	23,918	7,752	7,710	7,275	94.4	5,728	7,705	105	1.4
Clinton	29,734	9,404	9,280	8,925	96.2	7,340	9,245	290	3.1
Crawford	9,289	2,747	2,710	2,350	86.7	1,656	2,720	40	1.5
Daviess	26,762	7,814	7,670	7,135	93.0	5,364	7,640	85	1.1
Dearborn	25,141	7,345	7,240	6,835	94.4	5,231	7,175	1,150	16.0
Decatur	18,218	5,508	5,435	5,145	94.7	3,912	5,455	310	5.7
De Kalb	26,023	7,976	7,700	7,505	97.5	6,193	7,655	30	0.4
Delaware	90,252	27,308	27,110	26,395	97.4	19,877	27,105	805	3.0
Dubois	23,785	6,390	6,335	5,980	94.4	4,067	6,315	85	1.3
Elkhart	84,512	25,674	25,275	24,170	95.6	18,372	25,245	445	1.8
Fayette	23,391	6,831	6,650	6,385	96.0	4,839	6,640	775	11.7
Floyd	43,955	13,234	13,015	12,440	95.6	8,406	12,950	1,170	9.0
Fountain	17,836	5,652	5,555	5,305	95.5	4,450	5,550	60	1.1
Franklin	16,034	4,244	4,215	3,965	94.1	2,766	4,185	320	7.6
Fulton	16,565	5,242	5,165	5,045	97.7	3,999	5,140	65	1.3
Gibson	30,720	9,422	9,440	9,055	95.9	6,812	9,345	40	0.4
Grant	62,156	18,624	18,390	17,760	96.6	14,058	18,355	250	1.4
Greene	27,886	9,031	8,955	8,310	92.8	6,922	8,940	95	1.1
Hamilton	28,491	8,821	8,735	8,450	96.7	6,494	8,685	540	6.2
Hancock	20,332	6,379	6,445	6,310	97.9	4,514	6,415	585	9.1
Harrison	17,858	5,050	4,770	4,385	91.9	2,961	4,820	215	4.5
Hendricks	24,594	7,372	7,225	7,000	96.9	4,949	7,215	515	7.1
Henry	45,505	13,402	13,305	12,820	96.4	10,140	13,240	380	2.9
Howard	54,498	16,468	16,295	15,925	97.7	12,300	16,260	425	2.6
Huntington	31,400	9,783	9,760	9,520	97.5	7,702	9,740	70	0.7
Jackson	28,237	8,371	8,275	7,840	94.7	5,703	8,260	165	2.0
Jasper	17,031	4,679	4,715	4,560	96.7	3,214	4,670	205	4.4
Jay	23,157	7,325	7,165	6,965	97.2	5,713	7,180	100	1.4
Jefferson	21,613	5,773	5,720	5,345	93.4	3,930	5,695	185	3.2
Jennings	15,250	3,843	3,795	3,590	94.6	2,252	3,780	110	2.9
Johnson	26,183	7,872	7,655	7,445	97.3	5,415	7,650	390	5.1
Knox	43,415	13,260	13,950	12,178	94.8	9,953	12,785	155	1.2
Kosciusko	33,002	10,355	10,315	9,800	95.9	7,381	10,165	150	1.5
Lagrange	15,347	4,279	4,235	3,465	81.8	2,846	4,230	110	2.6
Lake	368,152	102,226	101,125	98,320	97.2	69,917	100,730	28,625	28.4
La Porte	76,808	22,269	21,855	21,315	97.5	15,219	21,710	4,385	20.2
Lawrence	34,346	10,235	10,655	9,575	89.9	7,655	10,220	105	1.0
Madison	103,911	31,682	31,205	30,478	97.6	22,920	31,100	1,420	4.6
Marion	551,777	167,571	165,015	160,835	97.5	120,282	164,335	13,515	8.2
Marshall	29,468	8,921	8,685	8,340	96.0	6,094	8,630	335	3.9
Martin	10,678	2,973	2,915	2,695	92.5	1,648	2,840	55	1.9
Miami	28,201	8,939	8,840	8,645	97.8	7,215	8,815	135	1.5
Monroe	50,080	12,889	12,835	12,180	94.9	7,868	12,770	690	5.4
Montgomery	29,122	9,194	9,080	8,810	97.0	7,160	9,150	235	2.6
Morgan	23,726	7,134	7,060	6,625	93.8	4,296	7,040	270	3.8
Newton	11,006	3,365	3,345	3,230	96.6	2,479	3,325	170	5.1
Noble	25,075	7,657	7,505	7,255	96.7	5,634	7,495	75	1.0
Ohio	4,223	1,287	1,265	1,215	96.0	854	1,225	180	14.7
Orange	16,879	4,962	5,005	4,730	94.5	3,339	4,965	105	2.1
Owen	11,763	3,616	3,610	3,395	94.0	2,296	3,605	85	2.4
Parke	15,674	4,911	4,895	4,575	93.5	3,814	4,860	100	2.1
Perry	17,367	4,864	4,760	4,380	92.0	3,033	4,740	55	1.2
Pike	14,995	4,613	4,510	4,170	92.5	3,242	4,500	95	2.1
Porter	40,076	11,166	11,010	10,795	98.0	6,867	11,000	2,850	25.9
Posey	19,818	5,832	5,740	5,325	92.8	4,000	5,750	85	1.5
Pulaski	12,493	3,644	3,600	3,460	96.1	2,493	3,575	75	2.1
Putnam	22,950	6,343	6,300	5,975	94.8	4,867	6,270	140	2.2
Randolph	27,141	8,700	8,660	8,465	97.7	6,855	8,650	290	3.4
Ripley	18,763	5,468	5,400	5,000	92.6	3,722	5,395	385	7.1
Rush	19,799	5,836	5,840	5,595	95.8	4,712	5,795	355	6.1
St. Joseph	205,058	59,230	58,890	57,845	98.2	40,180	58,800	2,855	4.9
Scott	11,519	3,358	3,320	3,110	93.7	1,880	3,280	110	3.4
Shelby	28,026	8,897	8,705	8,330	95.7	6,547	8,705	330	3.8
Spencer	16,174	4,557	4,520	4,175	92.4	2,872	4,490	65	1.4
Starke	15,282	4,487	4,365	4,105	94.0	2,615	4,310	230	5.3
Steuben	17,087	5,195	5,160	4,995	96.8	3,455	5,120	50	1.0
Sullivan	23,667	7,799	7,525	7,010	93.2	5,940	7,465	40	0.5
Switzerland	7,599	2,344	2,290	2,150	90.0	1,676	2,405	135	5.6
Tippecanoe	74,473	19,950	19,770	19,365	98.0	12,781	19,695	270	1.4
Tipton	13,566	4,695	4,745	4,635	97.7	3,872	4,740	165	3.5
Union	6,412	1,933	1,875	1,805	96.3	1,522	1,865	185	9.9
Vand'burgh	160,422	47,597	47,140	45,255	96.0	31,356	47,045	320	0.7
Vermillion	19,723	6,326	6,285	5,965	94.9	5,297	6,280	90	1.4
Vigo	105,160	33,810	33,195	31,625	95.3	25,651	33,135	245	0.7

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio 1950				With TV	
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
Wabash	29,047	8,800	8,710	8,475	97.3	6,708	8,665	100	1.2
Warren	8,535	2,650	2,650	2,530	95.5	2,075	2,650	15	0.6
Warrick	21,527	6,397	6,380	5,935	93.0	3,833	6,310	85	1.3
Washington	16,520	4,929	4,840	4,500	93.0	3,210	4,860	140	2.9
Wayne	68,566	20,136	20,050	19,540	97.5	14,864	20,065	1,205	6.0
Wells	19,564	6,122	6,085	5,920	97.3	4,776	6,020	105	1.7
White	18,042	5,669	5,650	5,500	97.3	4,055	5,645	115	2.0
Whitley	18,828	5,780	5,700	5,575	97.8	4,280	5,700	50	0.9

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NORTH CAROLINA

Area	Total population	Total occupied dwelling units	RADIO				TELEVISION		
				With Radio 1950				With TV	
			Number reporting	Number	Per Cent	1940 Radio Homes	Number reporting	Number	Per Cent
The State	4,061,929	1,058,367	982,488	903,980	92.0	471,863	977,495	13,500	1.4
S.M.A.									
Asheville	124,403	32,849	32,435	30,575	94.3	19,024	32,375	215	0.7
Charlotte	197,052	52,598	52,095	49,655	95.3	26,847	51,885	1,635	3.2
Durham	101,639	26,099	25,830	24,575	95.1	14,882	25,745	245	1.0
Greensboro-High Point	191,057	49,769	49,060	46,880	95.6	28,486	48,950	1,350	2.8
Raleigh	136,450	33,249	32,865	31,285	95.2	16,529	32,800	205	0.6
Winston-Salem	146,135	39,694	39,125	37,015	94.6	22,900	38,815	600	1.5
Urbanized Areas									
Asheville	58,437	16,484	16,325	15,695	96.1	*	16,280	110	0.7
Charlotte	140,930	38,816	38,450	37,040	96.3	*	38,315	1,240	3.2
Durham	73,368	18,902	18,605	17,830	95.8	*	18,525	205	1.1
Greensboro	83,412	21,427	21,015	20,275	96.5	*	20,955	650	3.1
Raleigh	68,743	17,018	16,820	16,305	96.9	*	16,815	55	0.3
Winston-Salem	92,477	25,562	25,140	23,670	94.2	*	24,915	365	1.5
URBAN PLACES									
Albemarle	11,798	3,416	3,440	3,360	97.7	909	3,440	55	1.6
Asheville	53,008	15,029	14,895	14,335	96.2	10,512	14,850	100	0.7
Burlington	24,560	6,837	6,825	6,580	96.4	2,490	6,815	100	1.5
Charlotte	134,042	36,899	36,340	35,160	96.2	19,077	36,405	1,185	3.3
Concord	16,486	4,717	4,650	4,410	94.8	3,139	4,610	170	3.7
Durham	71,311	18,414	18,105	17,345	95.8	11,944	18,025	190	1.1
Elizabeth City	12,685	3,715	3,650	3,360	92.1	2,024	3,650	70	1.9
Fayetteville	34,715	9,293	9,100	8,455	92.9	2,510	9,060	65	0.7
Gastonia	23,069	6,133	5,890	5,625	95.5	3,998	5,890	225	3.8
Goldsboro	21,454	5,783	5,790	5,390	93.1	2,770	5,765	10	0.2
Greensboro	74,389	18,997	18,625	18,000	96.6	12,170	18,580	525	2.8
Greenville	16,724	4,218	4,090	3,660	89.5	2,137	4,090	40	1.0
Henderson	10,996	2,997	2,950	2,660	90.2	1,242	2,950	10	0.3
Hickory	14,755	4,106	4,085	3,970	97.2	2,659	4,045	170	4.2
High Point	39,973	11,158	11,090	10,570	95.3	7,278	11,070	240	2.2
Kannapolis (uninc)	28,448	7,621	7,640	7,505	98.2	*	7,640	175	2.3
Kinston	18,336	4,989	4,970	4,490	90.3	2,551	4,510	10	0.2
Lexington	13,571	3,713	3,640	3,525	96.8	1,914	3,600	55	1.5
Monroe	10,140	2,731	2,470	2,345	94.9	1,073	2,415	65	2.7
New Bern	15,812	4,529	4,440	3,865	87.0	1,806	4,415	10	0.2
Raleigh	65,679	16,166	15,965	15,470	96.9	8,853	15,960	50	0.3
Reidsville	11,708	3,327	3,280	3,045	92.8	1,943	3,260	30	0.9
Rocky Mount	27,697	7,573	7,495	7,035	93.9	4,622	7,385	65	0.9
Salisbury	20,102	5,749	5,630	5,490	97.2	4,059	5,655	130	2.3
Sanford	10,013	2,684	2,600	2,530	97.3	993	2,590	15	0.6
Shelby	15,508	4,280	4,265	4,115	96.5	2,448	4,265	160	3.8
Statesville	16,901	4,734	4,690	4,485	95.6	2,178	4,685	125	2.7
Thomasville	11,154	2,844	2,825	2,711	95.9	2,033	2,820	45	1.6
Wilmington	45,043	12,794	12,675	11,740	92.6	5,529	12,620	30	0.2
Wilson	23,010	6,189	6,155	5,595	90.9	3,076	6,155	30	0.5
Winston-Salem	87,811	24,362	23,975	22,535	94.0	15,060	23,790	355	1.5
COUNTIES									
Alamance	71,220	18,419	17,615	16,810	95.4	9,675	17,715	310	1.7
Alexander	14,554	3,509	3,480	3,300	94.8	1,596	3,460	30	0.9
Alleghany	8,155	2,111	2,000	1,785	89.3	860	2,000	20	1.0
Anson	26,781	6,199	6,130	5,560	90.7	2,731	6,105	80	1.3
Ashe	21,878	5,184	5,165	4,625	89.5	2,218	5,170	90	1.7
Avery	13,352	3,065	2,940	2,580	87.8	1,285	2,925	30	1.0
Beaufort	37,134	9,230	9,250	7,875	85.1	3,822	9,215	80	0.9
Bertie	26,439	5,803	5,770	4,945	85.7	2,273	5,770	25	0.4
Bladen	29,703	6,546	6,485	5,570	85.9	2,342	6,440	30	0.5
Brunswick	19,238	4,404	4,290	3,600	83.9	1,406	4,290	10	0.2
Buncombe	124,403	32,849	32,435	30,575	94.3	19,024	32,375	215	0.7
Burke	45,518	10,600	10,545	9,685	91.8	5,242	10,545	140	1.3
Cabarrus	63,783	16,669	16,630	16,065	96.6	10,315	16,580	445	2.7
Caldwell	43,352	10,439	10,235	9,475	92.6	4,775	10,290	135	1.3
Camden	5,223	1,320	1,300	1,175	90.4	656	1,285	15	1.2
Carteret	23,059	5,902	5,875	5,340	90.9	2,321	5,820	60	1.0
Caswell	20,870	4,441	4,240	3,850	90.8	1,691	4,215	50	1.2
Catawba	61,794	16,094	15,925	15,195	95.4	8,733	15,870	410	2.6
Chatham	25,392	6,195	6,110	5,590	91.5	2,827	6,035	35	0.6
Cherokee	18,294	4,310	4,295	3,735	87.0	1,902	4,275	50	1.2
Chowan	12,540	2,880	2,895	2,625	90.7	1,200	2,870	30	1.0
Clay	6,006	1,474	1,480	1,325	89.5	513	1,470	5	0.3
Cleveland	64,357	15,510	15,280	14,145	92.6	8,022	15,190	315	2.1
Columbus	50,621	11,599	11,510	9,925	86.2	4,331	11,405	90	0.8
Craven	48,823	11,506	11,330	9,880	87.2	3,598	11,295	30	0.3
Cumberland	96,006	21,032	20,555	19,055	92.7	6,079	20,495	145	0.7
Currituck	6,201	1,691	1,755	1,580	90.0	704	1,735	35	2.0
Dare	5,405	1,549	1,545	1,415	91.6	909	1,550	...	0.0
Davidson	62,244	16,079	15,860	15,088	95.1	8,729	15,765	265	1.7
Davie	15,420	3,938	3,870	3,570	92.2	2,003	3,845	25	0.7
Duplin	41,074	9,773	9,700	8,500	87.6	3,684	9,655	25	0.3
Durham	101,639	26,099	25,830	24,575	95.1	14,882	25,745	245	1.0
Edgecombe	51,634	11,824	11,790	10,610	90.0	5,497	11,755	100	0.9
Forsyth	146,135	39,694	39,125	37,015	94.6	22,900	38,815	600	1.5
Franklin	31,341	7,115	7,230	6,520	90.2	2,703	7,220	35	0.5
Gaston	110,836	27,880	27,575	25,885	93.9	14,656	27,440	990	3.6
Gates	9,555	2,186	2,165	1,845	85.2	799	2,160	30	1.4
Graham	6,886	1,603	1,625	1,435	88.3	537	1,520	10	0.7
Granville	31,793	6,804	6,790	6,045	89.0	2,680	6,745	155	2.3

(Continued on page 48)

WOODland ! TV

copy continued from preceding ad

RESULTS? PLENTY!

WE SOLD 384,320 COOK BOOKS . . .

More than twice the total population of Grand Rapids! Moreover, our well-heeled WOODlanders bought 7,100 binders to hold the complete 24-book series. That is a lot of impulse merchandise in anybody's league! Profits to the book publishers and to the retailers were most satisfactory.

WE'LL TELL YOU HOW WE DID IT . . .

In a report printed especially for our Missouri-born friends. It's a complete breakdown of the WOOD and WOOD-TV Cook Booklet Story, including stores used, copies sold and detailed description of the radio and television advertising schedules. Once again, we offer conclusive proof — THE RICH GRAND RAPIDS MARKET IS YOURS OVER WOOD AND WOOD-TV!

Write for your copy today, direct to us or your nearest Katz Agency.

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NBC — Basic; CBS, ABC, DuMONT — Supplementary
National Representatives: Katz Agency
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WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.

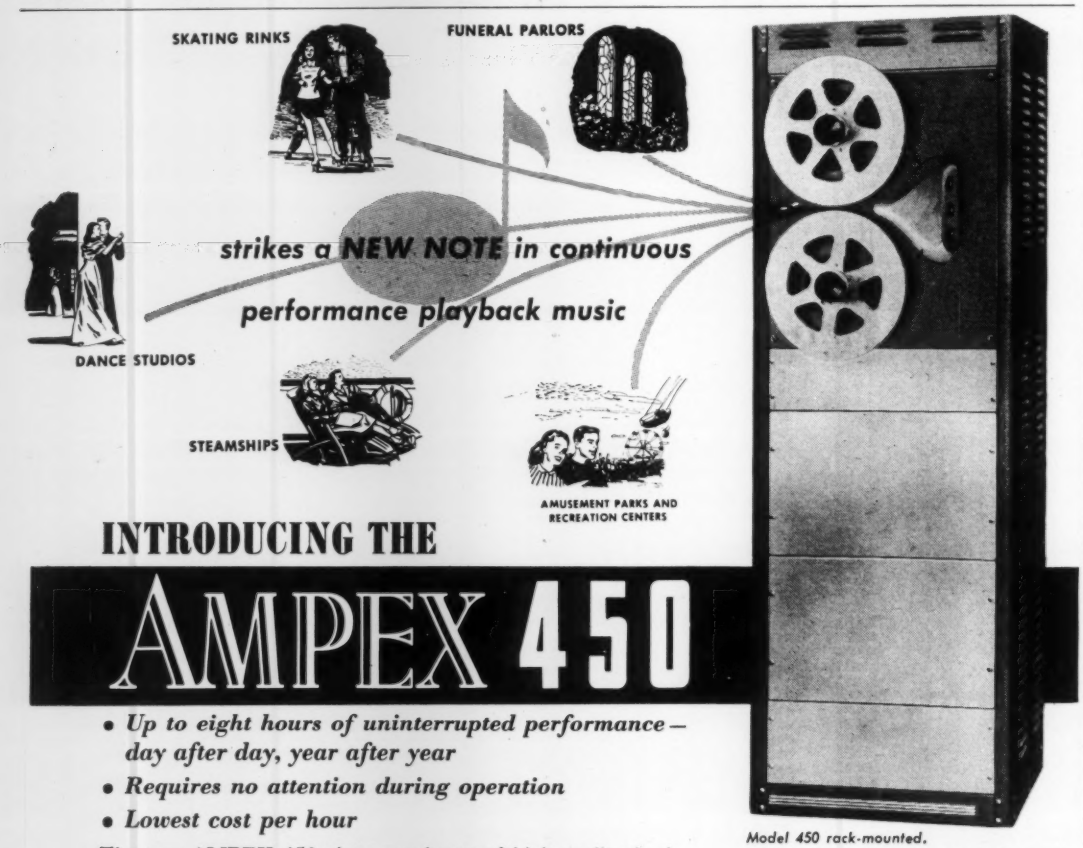
Radio Homes Census

(Continued from page 47)

No. Carolina—[Cont'd]

Area	Total population	Total occupied dwelling units	RADIO Number reporting	RADIO With Radio 1950 Number	RADIO With Radio 1950 Per Cent	RADIO 1940 Radio Homes	TELEVISION Number reporting	TELEVISION With TV Number	TELEVISION With TV Per Cent
Greene	18,024	3,753	3,745	3,400	90.8	2,015	3,735	35	0.9
Guilford	191,057	49,769	49,060	46,880	95.6	28,486	48,950	1,350	2.8
Halifax	58,377	13,001	12,895	11,205	86.9	4,967	12,830	105	0.8
Harnett	47,605	11,210	11,060	10,205	92.3	5,029	11,040	90	0.8
Haywood	37,631	9,570	9,630	8,960	93.0	4,449	9,550	60	0.6
Henderson	30,921	8,554	8,470	7,670	90.6	4,076	8,445	125	1.5
Hertford	21,453	4,768	4,755	4,260	89.6	1,854	4,660	50	1.1
Hoke	15,756	3,228	3,155	2,690	85.3	1,246	3,145	30	1.0
Hyde	6,479	1,632	1,580	1,305	82.6	665	1,560	10	0.6
Iredell	56,303	14,567	14,555	13,830	95.0	7,621	14,495	270	1.9
Jackson	19,261	4,439	4,355	3,795	87.1	1,664	4,325	30	0.7
Johnston	65,906	15,734	15,635	14,490	92.7	7,063	15,630	70	0.4
Jones	11,004	2,371	2,325	1,990	85.6	862	2,295	10	0.4
Lee	23,522	5,737	5,610	5,340	95.2	2,718	5,600	45	0.8
Lenoir	45,953	10,866	10,770	9,530	88.5	5,182	10,310	40	0.4
Lincoln	27,459	6,633	6,705	6,225	92.8	3,411	6,605	185	2.8
McDowell	25,720	6,346	6,010	5,445	90.6	2,893	5,965	50	0.8
Macon	16,174	3,939	3,860	3,390	87.8	1,453	3,820	30	0.8
Madison	20,522	4,827	4,780	4,390	91.8	2,048	4,765	35	0.7
Martin	27,938	6,002	5,955	5,275	88.6	2,178	5,930	5	0.1
Mecklenburg	197,052	52,598	52,095	49,655	95.3	26,847	51,885	1,635	3.2
Mitchell	15,143	3,686	3,810	3,505	92.0	1,924	3,800	50	1.3
Montgomery	17,260	4,313	4,225	3,740	88.5	1,923	4,185	80	1.9
Moore	33,129	8,295	8,090	7,525	93.0	3,631	8,048	70	0.9
Nash	59,919	13,688	13,550	12,435	91.8	6,246	13,390	150	1.1
New Hanover	63,272	17,646	17,490	16,110	92.1	7,803	17,380	55	0.3
Northampton	28,432	6,064	6,040	5,175	85.7	1,950	6,025	50	0.8
Onslow	42,047	8,159	8,210	7,385	90.0	1,445	8,200	75	0.9
Orange	34,435	7,781	7,655	7,110	92.9	3,374	7,615	75	1.0
Pamlico	9,993	2,470	2,475	2,085	84.2	817	2,475	10	0.4
Pasquotank	24,347	6,374	6,355	5,690	89.5	2,998	6,345	95	1.5
Pender	18,423	4,233	4,240	3,440	81.1	1,449	4,220	45	1.1
Perquimans	9,602	2,370	2,275	2,000	87.9	1,001	2,275	15	0.7
Person	24,361	5,634	5,550	5,120	92.3	2,629	5,535	40	0.7
Pitt	63,789	14,389	13,655	11,795	86.4	6,802	13,675	80	0.6
Polk	11,627	3,026	3,060	2,810	91.8	1,511	3,050	10	0.3
Randolph	50,804	13,337	13,285	12,450	93.7	6,595	13,145	225	1.7
Richmond	39,597	9,760	9,740	8,775	90.1	4,619	9,600	140	1.5
Robeson	87,769	19,117	18,990	16,350	86.1	6,788	19,700	90	0.5
Rockingham	64,816	16,617	16,420	15,310	93.2	8,865	16,340	210	1.3
Rowan	75,410	20,197	19,970	19,200	96.1	12,697	19,960	390	2.0
Rutherford	46,356	11,633	11,540	10,600	91.9	6,349	11,460	275	2.4
Sampson	49,780	11,373	11,170	10,000	89.5	4,239	11,095	65	0.6
Scotland	26,336	5,990	5,875	5,105	86.9	2,090	5,750	30	0.5
Stanly	37,130	9,859	9,810	9,360	95.4	5,419	9,780	135	1.4
Stokes	21,520	5,218	4,965	4,605	92.7	2,639	4,900	30	0.6
Surry	45,593	11,426	10,925	10,330	94.6	5,605	10,775	65	0.6
Swain	9,921	2,295	2,265	1,915	84.5	941	2,240	10	0.4
Transylvania	15,194	3,682	3,650	3,240	88.8	1,570	3,630	20	0.6
Tyrrell	5,048	1,198	1,215	1,010	83.1	579	1,215	5	0.4
Union	42,034	10,193	9,785	9,210	94.1	4,997	9,655	195	2.0

(Continued on page 50)



INTRODUCING THE

AMPEX 450

- *Up to eight hours of uninterrupted performance — day after day, year after year*
- *Requires no attention during operation*
- *Lowest cost per hour*

The new AMPEX 450 gives you hours of high-quality background music delivered at *lowest cost per hour* of any musical reproduction system. With the AMPEX there are no interruptions, no records to change and no attendants since it *needs no attention* during operation. It plays at the touch of a button and keeps on playing for as long as eight hours without repetition. Because tape doesn't lose quality with repeated playings, music is always scratch-free and pleasant, with less background noise and distortion.

The Model 450 is engineered to rigid AMPEX standards and is capable of delivering thousands of hours of service with no breakdowns and minimum maintenance.

For further information, write to Dept. D

Model 450 rack-mounted. Also available in portable or console mount.

FEATURES

- 50 to 7500-cycle frequency response at 3¾ inch tape speed
- Standard NARTB reels up to 14 inches
- Pushbutton controls
- Automatic reverse control available as an accessory permits full eight hour program without interruption.

IF YOU PLAN FOR TOMORROW, BUY AN AMPEX TODAY

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

AMPEX
MAGNETIC RECORDERS

ABC ADDS THREE

Affiliates Now Total 353

ADDITION of three radio affiliates to ABC, bringing total to 353, was announced Dec. 5 by Alfred R. Beckman, national director of ABC's radio and television station relations departments.

Stations include two outlets in North Dakota whose affiliation takes effect on Jan. 1. They are: KGCU Bismarck-Mandan, N. D. (1 kw day and 250 w night on 1270 kc), owned by Mandan Radio Assn. Inc. with Paul C. Gussman, general manager, and KLPM Minot, N. D. (5 kw day and 1 kw night on 1390 kc), licensed by Minot Broadcasting Co., with John B. Cooley as manager.

The third new affiliate is WMAW Menominee, Mich. (100 w on 1340 kc), licensed to Green Bay Broadcasting Co. with Ken Peterson, general manager. WMAW joined Nov. 15.

TCA Point IV Aids

MATERIALS are being made available by the Technical Cooperation Administration (TCA) for the development of radio-TV programs in connection with the Point IV program overseas. TCA's Office of Information & Reports announced it has three semi-documentary radio scripts, a Point IV Radio-TV Fact Sheet, and general discussion tapes for use by broadcast stations. Currently in process are tape-recorded interviews and statements from specialists. Photographic and visual material for television productions also are available. Tape recorders may be used at TCA Washington headquarters for use by visiting broadcasters. Requests for material should be addressed to the Office of Information & Reports, Technical Cooperation Administration, McShain Bldg., Washington, D. C. (Attention: Radio-TV information officer).

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Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480

James Alspaugh, Manager
110 Sutter Street, San Francisco, Calif.
Exbrook 2-3407

— and perhaps rightly so, in a sense. H-R Representatives has no desk-bound brass hats. Every one of the owners is pounding the pavement every working day in the interest of their member stations.

Yessir, it's revolutionary because EVEN THE BOSSES ARE WORKERS.

The owner-salesmen of H-R constitute one of the most unusual combinations of experience and sales background in the electronic industry. Each is a mature, seasoned sales executive with diversified years of successful background in radio station ownership, radio station management, sales management, agency account executive work as well as years and years in top rank representation.

You can't get business just sitting behind a desk. Because every man on the H-R payroll is a pavement pounder, this representative organization has established enviable records for its family stations. Ask any of these stations — AM or TV — about the firm that always sends a Man to Do a Man's Work.

WGST delivers a satchel full of sales the year round because we're loaded with C.P.M. C—assures coverage of the 36 counties in Atlanta's retail trade zone. P—means the best in locally produced and net programs from ABC. M—guarantees top-drawer merchandising support to jobber, chain and retail outlets. Let WGST go to work on your account—by contacting us or our national reps today.

Radio Homes Census

(Continued from page 48)

No. Carolina—[Cont'd]

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
Vance	32,101	7,664	7,555	6,735	89.1	3,290	7,545	60	0.8
Wake	136,450	33,249	32,865	31,285	95.2	16,529	32,800	205	0.6
Warren	23,539	5,018	5,005	4,205	84.0	1,440	4,975	45	0.9
Washington	13,180	3,039	3,050	2,755	90.3	1,200	3,030	15	0.5
Watauga	18,342	4,315	4,210	3,855	91.6	2,008	4,145	35	0.8
Wayne	64,267	15,038	15,050	13,610	90.4	6,736	15,000	105	0.7
Wilkes	45,243	10,748	10,630	9,645	90.7	4,086	10,585	280	2.6
Wilson	54,506	12,780	12,780	11,570	90.5	6,191	12,755	105	0.8
Yadkin	22,133	5,604	5,615	5,310	94.6	2,566	5,610	150	2.7
Yancey	16,306	3,809	3,805	3,325	87.4	1,475	3,820	65	1.7

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—DISTRICT OF COLUMBIA

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
The District S.M.A.	802,178	224,142	219,085	213,585	97.5	158,377	217,590	61,005	28.0
Washington, D. C.	1,464,089	405,111	398,075	388,515	97.6	.....	395,740	125,750	31.8
The District	802,178	224,142	219,085	213,585	97.5	158,377	217,590	61,005	28.0
Montgomery Cty, Md.	164,401	45,264	44,935	44,110	98.2	19,109	44,725	15,945	35.7
Prince Georges Cty, Md.	194,182	50,799	50,245	48,735	97.0	17,644	49,960	19,905	39.8
Alexandria City, Va.	61,787	18,251	18,100	17,680	97.7	7,931	17,995	5,640	31.3
Arlington Cty, Va.	135,449	40,127	39,640	39,230	99.0	15,059	39,465	44,085	35.7
Fairfax Cty, Va.	98,557	24,317	24,045	23,175	96.4	6,938	23,990	8,460	35.3
Falls Church City, Va.	7,535	2,111	2,026	2,000	98.8	630	2,015	710	35.2
Urbanized Area									
Washington, D. C.	1,287,333	363,119	356,455	349,160	98.0	*	354,285	112,925	31.9

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—WASHINGTON

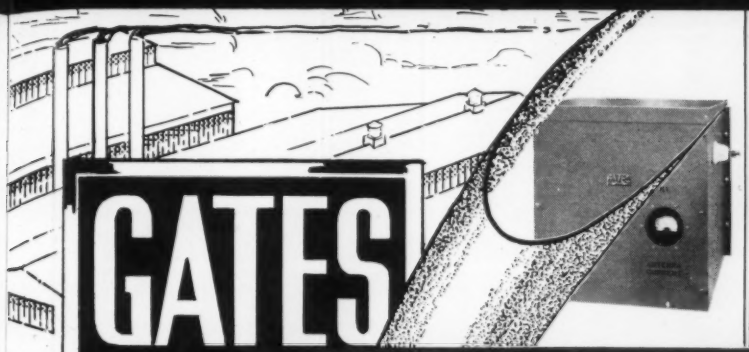
Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
The State	**2,378,963**	**735,746**	**724,180**	**705,410**	**97.4**	**472,553**	**720,650**	**20,310**	**2.8**
S.M.A.									
Seattle	**732,992**	**236,258**	**232,170**	**227,735**	**98.1**	**150,794**	**231,135**	**12,795**	**5.5**
Spokane	**221,561**	**68,949**	**68,170**	**66,620**	**97.7**	**44,715**	**67,445**	**330**	**0.5**
Tacoma	**275,876**	**78,850**	**77,630**	**75,780**	**97.6**	**49,690**	**77,085**	**2,560**	**3.3**
Urbanized Areas									
Seattle	**621,509**	**201,506**	**198,295**	**194,715**	**98.2**	*	**197,435**	**11,490**	**5.8**
Spokane	**176,004**	**57,387**	**56,605**	**55,355**	**97.8**	*	**55,940**	**240**	**0.4**
Tacoma	**167,667**	**55,518**	**54,630**	**53,260**	**97.5**	*	**54,300**	**1,975**	**3.6**
Urban Places									
Aberdeen	**19,653**	**6,714**	**6,600**	**6,375**	**96.6**	**5,306**	**6,600**	**25**	**0.4**
Bellingham	**34,112**	**11,415**	**11,355**	**11,175**	**98.4**	**8,699**	**11,325**	**45**	**0.4**
Bremerton	**27,678**	**9,183**	**9,115**	**9,010**	**98.8**	**4,682**	**9,110**	**420**	**4.6**
Everett	**33,849**	**11,716**	**11,625**	**11,345**	**97.6**	**8,761**	**11,590**	**240**	**2.1**
Hoquiam	**11,123**	**3,736**	**3,675**	**3,575**	**97.3**	**3,042**	**3,655**	**15**	**0.4**
Kennewick	**10,106**	**3,060**	**3,090**	**2,970**	**96.1**	*	**3,080**	**10**	**0.3**
Longview	**20,339**	**6,286**	**6,220**	**6,155**	**99.0**	**3,422**	**6,185**	**35**	**0.6**
Olympia	**15,819**	**5,529**	**5,135**	**5,065**	**98.6**	**4,028**	**5,125**	**110**	**2.1**
Pasco	**10,228**	**3,244**	**3,175**	**3,045**	**95.9**	**1,024**	**3,160**	**20**	**0.6**
Port Angeles	**11,233**	**3,709**	**3,640**	**3,560**	**97.8**	**2,392**	**3,635**	**75**	**2.1**
Pullman	**12,022**	**2,702**	**2,710**	**2,680**	**98.9**	**1,368**	**2,700**	...	...
Puyallup	**10,010**	**3,369**	**3,290**	**3,200**	**97.3**	**2,288**	**3,290**	**50**	**1.5**
Rinton	**16,039**	**4,889**	**4,770**	**4,685**	**98.2**	**1,347**	**4,745**	**160**	**3.4**
Richland (uninc.)	**21,809**	**5,644**	**5,735**	**5,700**	**99.4**	*	**5,710**	**50**	**0.9**
Seattle	**467,591**	**154,582**	**151,910**	**148,835**	**98.0**	**111,729**	**151,200**	**8,510**	**5.6**
Spokane	**161,721**	**52,994**	**52,195**	**51,015**	**97.7**	**35,337**	**51,545**	**220**	**0.4**
Tacoma	**143,673**	**47,954**	**47,260**	**46,025**	**97.4**	**33,079**	**46,945**	**1,670**	**3.6**
Vancouver	**41,664**	**12,648**	**12,460**	**12,295**	**99.0**	**5,080**	**12,295**	**30**	**0.2**
Walla Walla	**24,102**	**7,240**	**7,165**	**7,045**	**98.3**	**4,374**	**7,170**	**30**	**0.4**
Wenatchee	**13,072**	**4,500**	**4,455**	**4,305**	**96.6**	**3,284**	**4,460**	**10**	**0.2**
Yakima	**38,486**	**12,617**	**12,370**	**12,090**	**97.7**	**7,579**	**12,320**	**40**	**0.3**
COUNTIES									
Adams	**6,584**	**2,072**	**2,035**	**1,930**	**94.8**	**1,507**	**2,035**	**15**	**0.7**
Asotin	**10,878**	**3,432**	**3,405**	**3,315**	**97.4**	**2,174**	**3,395**	**15**	**0.4**
Benton	**51,370**	**14,190**	**14,235**	**13,860**	**97.4**	**2,748**	**14,175**	**65**	**0.5**
Chelan	**39,301**	**12,484**	**12,255**	**11,755**	**95.9**	**9,027**	**12,240**	**55**	**0.4**
Clallam	**26,396**	**8,216**	**8,025**	**7,640**	**95.2**	**5,406**	**8,010**	**175**	**2.2**
Clark	**85,307**	**25,900**	**25,100**	**24,635**	**98.1**	**13,235**	**24,910**	**140**	**0.6**
Columbia	**4,860**	**1,603**	**1,560**	**1,525**	**97.8**	**1,427**	**1,565**	...	...
Cowlitz	**53,369**	**16,158**	**16,055**	**15,770**	**98.2**	**10,329**	**15,975**	**90**	**0.5**
Douglas	**10,817**	**3,238**	**3,210**	**3,055**	**95.2**	**2,202**	**3,200**	**10**	**0.3**
Ferry	**4,096**	**1,198**	**1,160**	**1,045**	**90.1**	**990**	**1,140**	**30**	**2.6**

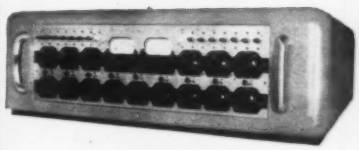
(Continued on page 52)

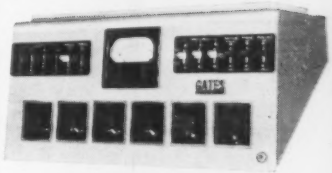
XUM

GATES

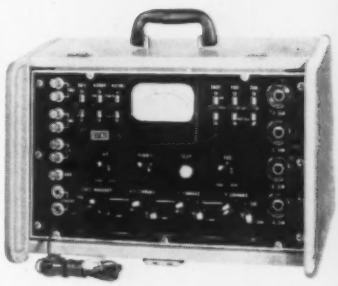
HOUSE of SERVICE
for Broadcasters

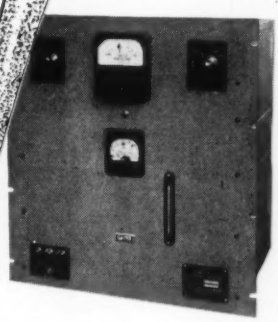


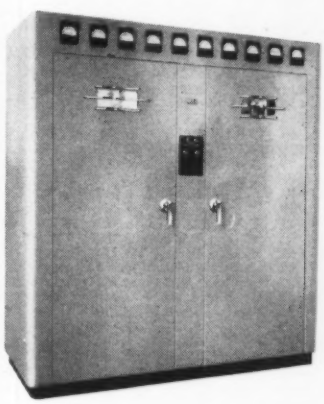


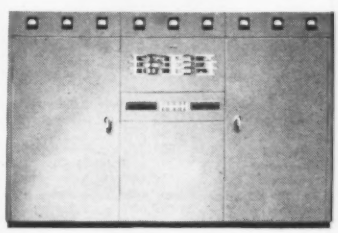


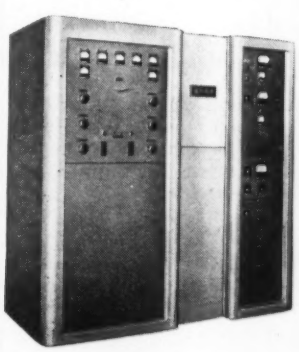
Wherever you are — Gates is your house of service. —Twelve competent direct factory sales engineers serve all America plus factory branches in Washington, New York, and Houston. — **The Gates line is complete!** — Yes, your one source supply for all broadcasting equipment needs is Gates — *your house of service.*

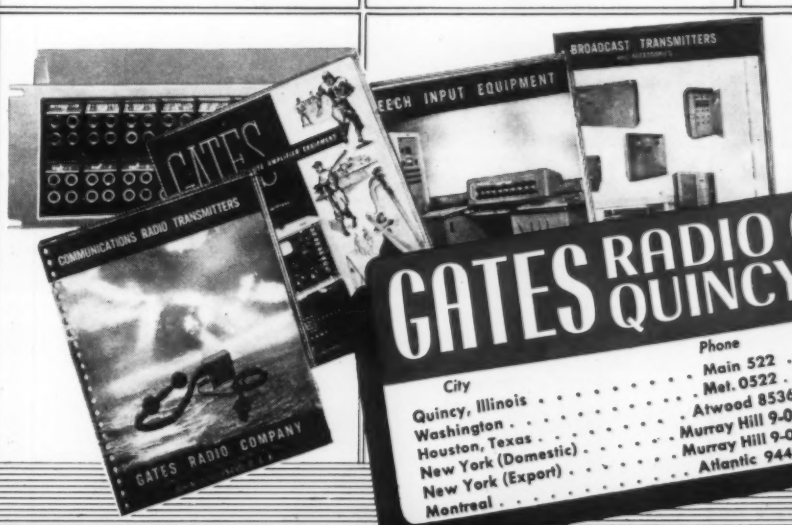








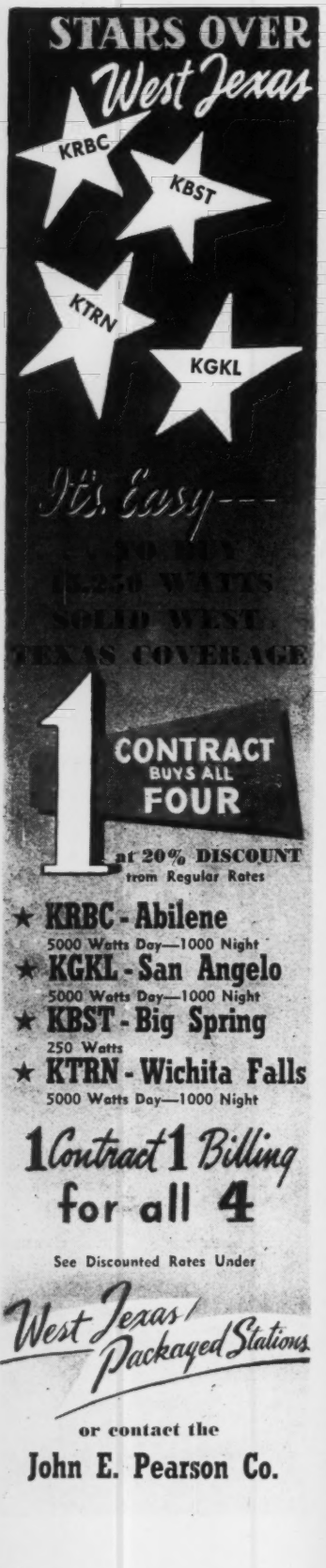




A NOTE ON YOUR LETTERHEAD WILL BRING ANY OR ALL OF THESE GATES CATALOGS TO YOU SPEEDILY.

GATES RADIO COMPANY QUINCY, ILL., U.S.A.

City	Phone	Company
Quincy, Illinois	Main 522	Gates Radio Company
Washington	Met. 0522	Gates Radio Company
Houston, Texas	Atwood 8536	Gates Radio Company
New York (Domestic)	Murray Hill 9-0200	Gates Radio Company
New York (Export)	Murray Hill 9-0200	Rocke International Corp.
Montreal	Atlantic 9441	Canadian Marconi Company



Radio Homes Census

(Continued from page 50)

Washington State—[Cont'd]

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
Franklin	13,563	4,191	4,065	3,910	96.2	1,548	4,050	25	0.6
Garfield	3,204	1,020	1,035	1,025	99.0	880	1,040	10	1.0
Grant	24,346	6,954	6,785	6,465	95.3	3,916	6,740	55	0.8
Grays Harbor	53,644	17,463	17,170	16,560	96.4	13,918	17,150	75	0.4
Island	11,079	3,352	3,245	3,165	97.5	1,652	3,220	105	3.3
Jefferson	11,618	3,354	3,225	3,130	97.1	2,092	3,215	150	4.7
King	732,992	236,258	232,170	227,735	98.1	150,794	231,135	12,795	5.5
Kitsap	75,724	23,185	23,060	22,695	98.4	12,731	23,035	1,170	5.1
Kittitas	22,235	6,689	6,630	6,375	96.2	4,964	6,610	20	0.3
Klickitat	12,049	3,743	3,655	3,425	93.7	2,618	3,650	40	1.1
Lewis	43,755	13,768	13,520	13,135	97.2	10,278	13,475	65	0.5
Lincoln	10,970	3,437	3,480	3,350	96.3	2,929	3,470	15	0.4
Mason	15,022	4,803	4,635	4,525	97.6	2,967	4,605	195	4.2
Okanogan	29,131	8,680	8,540	8,030	94.0	5,368	8,520	15	0.2
Pacific	16,558	5,501	5,540	5,310	95.8	4,101	5,520	35	0.6
Pend Oreille	7,413	2,243	2,185	2,020	92.4	1,572	2,180	30	1.4
Pierce	275,876	78,850	77,630	75,780	97.6	49,690	77,085	2,560	3.3
San Juan	3,245	1,163	1,100	1,060	96.4	855	1,100	30	2.7
Skagit	43,273	13,269	13,220	12,755	96.5	9,659	13,210	120	0.9
Skamania	4,788	1,519	1,460	1,370	93.8	1,134	1,445	5	0.3
Snohomish	111,580	35,895	35,305	34,360	97.3	24,388	35,225	1,110	3.2
Spokane	221,561	68,949	68,170	66,620	97.7	44,715	67,445	330	0.5
Stevens	18,580	5,358	5,290	4,975	94.0	4,240	5,300	25	0.5
Thurston	44,884	14,497	13,950	13,550	97.1	10,324	13,825	320	2.3
Wahkiakum	3,835	1,173	1,140	1,100	96.5	1,012	1,130	5	0.4
Walla Walla	40,135	11,858	11,700	11,425	97.6	7,319	11,685	35	0.3
Whatcom	66,733	21,095	20,840	20,375	97.8	16,660	20,775	140	0.7
Whitman	32,469	9,067	9,115	8,945	98.1	7,138	9,010	25	0.3
Yakima	135,723	39,916	39,280	37,710	96.0	24,026	39,150	205	0.5

* Not available.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—MINNESOTA

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
The State	2,982,483	845,265	833,355	811,855	97.4	647,499	830,005	51,420	6.2
S.M.A.									
Duluth-Superior	252,777	75,520	74,490	72,125	96.8	62,661	74,325	415	0.6
Minneapolis-St. Paul Urbanized Areas	1,116,509	327,791	322,750	317,785	98.5	246,791	321,700	43,140	13.4
Duluth-Superior	143,028	42,742	42,005	41,225	98.1	*	41,945	235	0.6
Minneapolis-St. Paul Urban Places (10,000 or more)	985,101	292,978	288,500	284,050	98.5	*	287,510	38,430	13.4
Albert Lea	13,545	4,148	4,095	4,015	98.0	3,059	4,055	30	0.7
Austin	23,100	6,614	6,540	6,490	99.2	4,544	6,525	20	0.3
Bemidji	10,001	3,056	3,000	2,820	94.0	2,152	2,995	20	0.7
Brainerd	12,637	3,848	3,685	3,605	97.8	2,974	3,685	15	0.4
Duluth	104,511	31,312	30,835	30,235	98.1	26,211	30,815	165	0.5
Faribault	16,028	3,731	3,675	3,625	98.6	2,821	3,685	100	2.7
Fergus Falls	12,917	3,233	3,215	3,145	97.8	2,179	3,170	...	...
Hibbing	16,276	4,865	4,875	4,800	98.5	4,024	4,860	40	0.8
Mankato	18,809	5,336	5,255	5,135	97.7	3,953	5,230	60	1.1
Minneapolis	521,718	159,345	157,020	154,465	98.4	134,314	156,320	19,300	12.3
Moorhead	14,870	3,864	3,795	3,735	98.4	2,304	3,800	25	0.7
Owatonna	10,191	3,017	3,010	2,960	98.3	2,141	3,020	100	3.3
Red Wing	10,645	3,366	3,385	3,360	99.3	2,522	3,340	215	6.4
Richfield	17,502	4,611	4,565	4,550	99.7	1,032	4,560	970	21.3
Robbinsdale	11,289	3,082	3,045	3,040	99.8	1,554	3,045	545	17.9
Rochester	29,885	8,277	8,130	8,040	98.9	5,906	8,130	50	0.6
St. Cloud	22,781	6,945	6,795	6,685	98.4	5,102	6,795	160	2.4
St. Louis Park	22,644	6,554	6,455	6,425	99.5	2,157	6,430	1,380	21.5
St. Paul	311,349	92,159	90,380	88,785	98.2	75,866	90,130	11,600	12.9
South St. Paul	15,909	4,455	4,420	4,370	98.9	2,809	4,420	595	13.5
Virginia	12,486	3,934	3,915	3,855	98.5	3,331	3,890	20	0.5
Winona	25,031	7,255	7,255	7,050	97.2	5,550	7,225	35	0.5
COUNTIES									
Aitken	14,327	4,259	4,225	3,970	94.0	3,739	4,240	35	0.8
Anoka	35,579	9,434	9,405	9,215	98.0	4,795	9,405	1,240	13.2
Becker	24,836	6,726	6,655	6,215	93.4	5,149	6,615	65	1.0
Beltrami	24,962	6,873	6,900	6,295	91.2	5,041	6,900	30	0.4
Benton	15,911	3,912	3,865	3,755	97.2	3,084	3,865	65	1.7
Big Stone	9,607	2,631	2,570	2,520	98.1	2,303	2,555	5	0.2
Blue Earth	38,327	10,837	10,655	10,375	97.4	8,547	10,460	125	1.2
Brown	25,895	7,302	7,185	6,995	97.4	5,778	7,200	80	1.1
Carlton	24,584	6,633	6,640	6,400	96.4	5,212	6,660	25	0.4
Carver	18,155	4,988	4,930	4,780	97.0	3,750	4,895	360	7.4
Cass	19,468	5,362	5,245	4,725	90.1	3,856	5,010	40	0.8
Chippewa	16,739	4,821	4,710	4,630	98.3	3,908	4,710	45	1.0
Chisago	12,669	3,816	3,795	3,655	96.3	3,027	3,790	185	4.9
Clay	30,363	7,960	7,855	7,720	98.3	5,514	7,840	60	0.8
Clearwater	10,204	2,801	2,780	2,560	92.1	2,133	2,765	15	0.5
Cook	2,900	923	820	760	92.7	606	820	...	0.0
Cottonwood	15,763	4,575	4,525	4,465	98.7	3,557	4,295	25	0.6
Crow Wing	30,875	9,150	8,785	8,470	96.4	6,778	8,720	70	0.8
Dakota	49,019	13,030	12,875	12,665	98.4	8,534	12,860	1,540	12.0
Dodge	12,624	3,520	3,450	3,365	97.5	2,873	3,435	90	2.6
Douglas	21,304	6,093	6,020	5,845	97.1	4,487	5,990	50	0.8
Faribault	23,879	6,729	6,380	6,310	98.9	5,459	6,365	35	0.5
Fillmore	24,465	7,146	7,000	6,690	95.6	5,673	6,605	75	1.1
Freeborn	34,517	9,761	9,710	9,490	97.7	7,267	9,675	80	0.8
Goodhue	32,118	9,477	9,325	9,090	97.5	7,358	9,285	510	5.5
Grant	9,542	2,656	2,620	2,520	96.2	2,156	2,615	10	0.4
Hennepin	676,579	201,456	198,500	195,600	98.5	152,246	197,720	26,625	13.5

(Continued on page 60)

NPA DIVISION

Electronics Changes Seen

REALIGNMENT of the Electronics Div. of the National Production Authority, and perhaps consolidation of certain sections, are slated to hit the emergency agency early next year because of personnel cutbacks.

Evidence of wholesale changes is reflected in layoff notices. These will affect the future of key officials in various electronics sections throughout NPA. Indication is that the structure of the Electronics Div. will remain in a confused state until at least next Feb. 1.

The effect of the economy movement is particularly sweeping because seniority rights will play a major part in "bumping" key personnel throughout the Commerce Dept., under which NPA operates. Involved are the U. S. Census Bureau, the National Bureau of Standards and others—all part of Commerce.

The Electronics Div. is now functioning under a new boss—C. W. Potter, Indiana Bell Telephone Co. executive. He was named acting assistant administrator of the NPA Textile, Leather & Specialty Equipment Bureau, under which Electronics and nine other divisions function. A communications expert, Mr. Potter replaces Richard W. Murphy, National Cash Register Co.

Other Changes Anticipated

Envisioned in the Electronics realignment—the claimant agency which determines military needs before allotting materials to radio-TV set-makers—are changes in section heads and probably merger of some groups. Electronics is headed by Richards Cotton, director, and Donald S. Parris, deputy aide. No changes are seen at this level.

One major vacancy is that posed by the imminent resignation of Lee Golder, chief of the Radio-TV Section. He is slated to leave the next fortnight. Replacement will depend, again, on seniority rights. Mr. Golder, who was associated formerly with General Instrument Co. and Magnavox, has been closely identified with NPA's deliberations over color TV equipment restrictions.

A second move, involving J. Bernard Joseph, is being deferred. Mr. Joseph, head of the Broadcast Equipment Section, is being persuaded to remain. There has been speculation that the Radio-TV and Broadcast Equipment sections may be combined next year, depending on who is "bumped." There are at present seven Electronics units, including foreign TV.

Other alterations are in the works. A sizable number of NPA's Public Information Division personnel has been diverted to similar activities in the policy parent agency, the Defense Production Administration.

2765
Independent Retail Grocers in Baltimore say:
WFBR's
the station for us!

Every year since 1936, the powerful Independent Retail Grocers Association of Baltimore has turned to Baltimore's promotion-minded, know-how station, WFBR, to make sure their Annual Food Show, held at the Fifth Regiment Armory in Baltimore, goes over with a bang.

Every year WFBR has thrown the full weight of its promotion, programming, merchandising and production departments behind this great food event.

The result? Every year, bigger crowds, more exhibitors, better displays—and firmer loyalties, friendship and cooperation between the 2765 members of the Independent Retail Grocers Association and WFBR.

To the left, you'll read what Joseph Manning, executive secretary of the Association thinks of us. Elsewhere, a list of food and allied accounts we've carried this year.

One last word: it's more true today than ever, for real showmanship, solid merchandising and active, day-in, day-out promotion, you need

"WFBR's know-how and showmanship have been invaluable to our Association for over 16 years by their cooperation in our Annual Food Show —just as independent grocer cooperation has helped make WFBR dominant in grocery and allied products merchandising."

(Signed)

Joseph L. Manning

WFBR

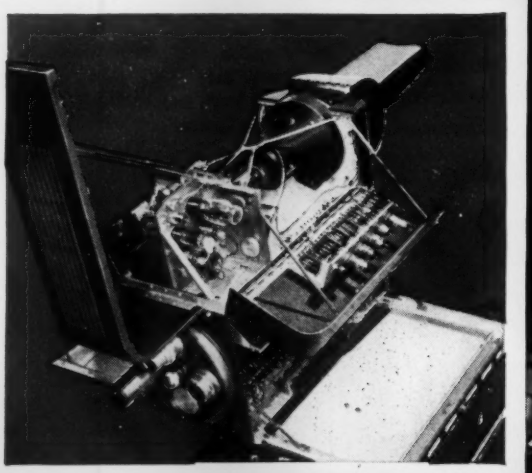
LET'S LOOK AT THE RECORD!

The following food and allied accounts have been on WFBR in 1952:

Becker Pretzels
Cloverland Farms Dairy
J. H. Filbert
Schmidt Baking Co.
Kress Farm Dairy
Koester Bakery
Esskay Products
Albert F. Goetze, Inc.
Hendler's Ice Cream
Baltimore Spice Co.
Levering Coffee Co.
McCormick & Co.
Greenspring Dairy
Wilkins Coffee
Royal Dunloggin Dairy
Park Sausage
Pepsi Cola
Delvale Dairy
Grass Noodle Soup
Camel Cigarettes
Fab
Florida Citrus Commission
G. Washington Coffee
Ivory Soap
Ivory Flakes
Ivory Snow
La France
Nucoa
Sterling Salt
Ward Baking Co.
Ralston
Rival Dog Food
Windex
Nestea
Peter Paul Candy
Cashmere Bouquet Soap
Coca Cola
National Biscuit Products
Griffin Shoe Polish
Hellman's Mayonnaise
Kool Cigarettes
Renuzit
Cornfetti
Joy
Pan American Coffee Bureau
Planter's Peanut Oil
Rockwood
Seven Minute Pie Crust
Wheaties
Breeze
Holiday Coffee
Junket
Lifesavers
Lipton Tea
Chesterfields
Jell-O
Satina
Bab-O
Birdseye
Chase & Sanborn Coffee
Frostee
Corn Kix
33 Bleach
Preen Floor Wax
Drano

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Completely



New accessibility puts every component at your fingertips. One latch opens both hinged sides and top. Dual bar handles provide better grip and easier carrying.

RCA Television

XUM

New!

RCA TV CAMERA

Here is the all-new TV camera the industry is talking about. The camera the leading networks are planning to use in their new Hollywood studios! The camera which will be used in most of the new stations this year—and next!

Leading network engineers (after careful tests) have proclaimed the TK-11A the finest camera ever produced, easiest in the world to handle, and the simplest one to get at.

The TK-11A has all the proven performance of the world-renowned RCA TK-10—plus these new features:

NEW *7-inch* viewfinder picture tube produces larger, brighter, and sharper pictures to help the cameraman.

NEW plug-in, high-stability video amplifier—with frequency response uniform to 8.5 Mc.!

NEW fixed-position alignment, coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!

NEW plug-in blower for cooling the deflection coil and the Image Orthicon!

NEW electronic-protection system guards your Image Orthicon against deflection failure, or loss of driving signals.

NEW "overscan" control takes burden off Image Orthicon during warm-ups and rehearsals; new vertical reverse switch for film pick-ups.

For complete information on the TK-11A, call your RCA Broadcast Sales Representative.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

editorial

Dollar Politics

THE HOUSE Campaign Expenditures Committee, which set out to investigate the high costs of campaigning and wound up getting a basic education in the perplexities of political broadcasting, will soon be submitting a report that could have a profound effect—for good or bad—on radio and TV.

There is virtue in the very fact that a House committee is dealing with this subject, which in the past has been repeatedly shoved aside. The danger inherent in the situation, however, is that the separate problems of high campaign costs and political broadcasting will become associated as one.

Though it cannot be questioned that the rival parties in the 1952 campaigns spent more on radio and television than ever before, it is no less true that radio and TV were only partly responsible for the huge increase in total campaign spending.

The reliable *New York Times* estimates some $32 million was spent in all during the 1952 campaigns. Of that amount, perhaps $5 million was for radio and television. Considering the tremendous impact that political broadcasting exerted, in comparison to the effects of other types of campaigning, the money spent on it was disproportionately small.

We cannot help suggesting that some of the $32 million which was not spent on broadcasting was not spent as well as that which went into radio and television.

Indeed there is abundant evidence that TV, if properly used, could largely replace the whistle-stop, a time-consuming and money-consuming, not to mention rather old-fashioned, way of introducing the candidate around.

At best only a fraction of the electorate is able to see the candidate, no matter how many whistle-stops he makes. On a cost-per-thousand basis, the whistle-stop can't compare with TV in reaching voters.

It seems to us that the problem is not only one of rewriting the law on political expenditures but also one of educating political candidates to modern techniques of advertising.

To Marry & Win

IN THE nine months since the lifting of the TV freeze, the FCC has been groping for a way to speed licensing of stations in the larger markets having inadequate service. The rub is that the number of applicants almost invariably exceeds the assignments available.

The most plausible approach to solution of this dilemma has been the "marriage" of competitive applicants for the purpose of applying for a single channel, thus eliminating a competitive hearing that could run for months and become embroiled in lengthy litigation. The hearings thus far are the most grueling we've ever witnessed. An applicant must bare his soul. He must spend weeks on end and thousands of dollars simply to get his case before the hearing examiner. And then he has a gamble at best.

To date the FCC has been adamant about "mergers." Some Commissioners fear that when two or more AM station licensees get together in a separate corporation to run TV, they will cease to be competitive in radio. They are fearful of "monopoly" in the moulding of public opinion if a newspaper is involved. They're wary of a precedent.

The FCC should realize media are competitive, whatever the ownership. Newspapers are competitive with radio; AM is competitive with TV, magazines are competitors of all the others. They have to be to exist.

But maybe the FCC has a point in moving cautiously. Perhaps it should not set a clear precedent by treating each case on its merits.

In the two cases it has tackled thus far involving mergers, the FCC turned thumbs down unanimously on one—El-Cor Television Inc., of up-state New York, and divided just about 3½ to 3½ on Macon Television Inc. In the El-Cor case, wherein the only newspaper in Corning, N. Y., which owns an AM station there, proposed to apply for uhf with the only newspaper in Elmira which also owns an AM station, the FCC may have had an extreme case. We still think it is wrong, however, in its appraisal of competition among the media.

But in the Macon case, there would be other radio competition and TV competition, too. More than likely this merger will be approved, but the FCC proposes to exact further guarantees on maintenance of competition in radio.

Now on file is a new and unique project to make it easy for the FCC to approve "marriages." It is the application of a new company—Biscayne Television Corp.—for a station in Miami, now with a single TV outlet. The *Miami Daily News*, which owns WIOD, and the *Miami Herald*, which owns WQAM, would be stockholders, but neither would control the new company. Niles Trammell, who resigned as NBC board chairman after 30 years in communications, would become president and general manager and holder of 15% interest, under a long-term contract. He would hold the "balance of power."

The joining of hands by Gov. James M. Cox' *News* and John S. Knight's *Herald* is practically the millennium. The former is rabidly Democratic—Gov. Cox himself was 1920 nominee of his party. Mr. Knight is an original Eisenhower Republican. The papers have opposite philosophies. Their radio stations are vigorously competitive. There are nine other AM stations in the Miami area.

Here, we think, is a pattern that well could be emulated. It could mean the swift authorization of dozens of stations in markets in which the public is clamoring for service. There aren't many Niles Trammells around to bridge the gaps in setting up such companies. But there is presented here a formula that, in our judgment, would allay the FCC's fear of suppression of competition and at the same time gratify its desire to license more stations swiftly in underserved markets.

Home, Sweet Home

(Reprinted, by request, from B•T, Dec. 12, 1949)

HAVE YOU ever tried to carry a crate of grapefruit piggy-back from a skyscraper office to a cab; thence to the station to catch the 5:15? Or perhaps a Smithfield ham from Virginia, an oversized carton of dates from Arizona, cigars from Puerto Rico, a hickory smoked turkey from the Catskills, and two gallons of maple syrup from Vermont? At this season, when Kris Kringle begins his jaunts from the hinterlands to agency, advertiser, network and station offices, the beleagured but none-the-less grateful recipients wonder whether the donors realize that people do not live at their offices, despite the grinding radio [and TV—1952 addition] pace. They can't say so openly without looking a gift horse in the mouth, but they'd much prefer that you ask their secretaries about that Home, Sweet Home address.

our respects to:

ALEX KEESE

THERE's "no such thing as a TV home," in the opinion of Alex Keese, manager of WFAA Dallas.

"Furthermore," says Mr. Keese, "I would like to see the industry quit using the phrase, 'TV home.' Where there is one TV set, there are three or four radios. Radio will continue to be a basic medium."

That, emphatically, is Mr. Keese's thinking on radio's niche in the broadcasting structure.

"Radio and TV are highly competitive for the advertisers' dollar, and they are highly competitive for audiences. Both can be strong industries when they recognize their product, which is programs, and quit sharing their product," he added.

One might say that Mr. Keese unlocked the door to the broadcasting industry with a violin. That story, however, begins in his childhood.

Alexander Courtland Keese was born Feb. 28, 1899, in Fort Gaines, Ga., the son of a Baptist preacher. He grew up in Chattanooga, Tenn., where he began playing the "fiddle" at the age of eight.

He started studying at the Cadek Conservatory, now the music department of the U. of Chattanooga. It was at the conservatory that he met Amy Macdonald, later to be his wife.

She played the piano and would often accompany him at the conservatory's monthly recitals.

In 1916, he was called out by the National Guard for service with the late Gen. Pershing at the Mexican Border. In World War I, Mr. Keese served in Europe. Upon his return to this country, he and Miss Macdonald were wed.

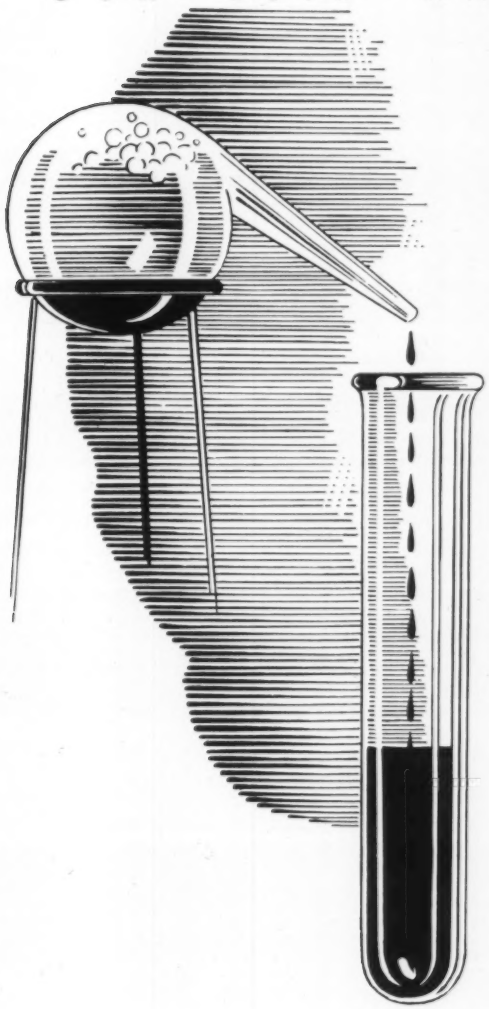
To gain a livelihood, Mr. Keese played violin in several orchestras. Not satisfied with being just another member of an orchestra, Mr. Keese soon became music supervisor and music director in several Paramount-Publix theatres. During the 1920s, on behalf of Paramount-Publix theatres, he visited Boston, Kansas City, Atlanta, Birmingham, Chattanooga, Houston and Dallas. He was the youngest person on the theatres' payroll.

During these theatre tours, Mr. Keese had much contact with entertainment headliners of the day and with persons who were to gain stardom later. He has scores of memories about such persons as Morton Downey and Sophie Tucker. And he remembers Ginger Rogers when she was beginning her career.

From the Palace theatre in Dallas, Mr. Keese joined WFAA in 1930 as music director. He shifted to sales in the early thirties. He became intrigued with this facet of broadcasting when he would accompany the sales man-

(Continued on page 95)

OUR 30th ANNIVERSARY YEAR



Proven Formula

The basis of listener enjoyment is variety in high quality programming. The foundation of profitable advertising results is a receptive audience. WREC is proud to be serving the best interests of the audience and the advertiser by providing programs of public interest to keep an alert audience always in a receptive mood. It's a proven formula that keeps WREC the top Hooper station in Memphis —and brings advertising costs down to 10% LESS per thousand listeners than in 1946.

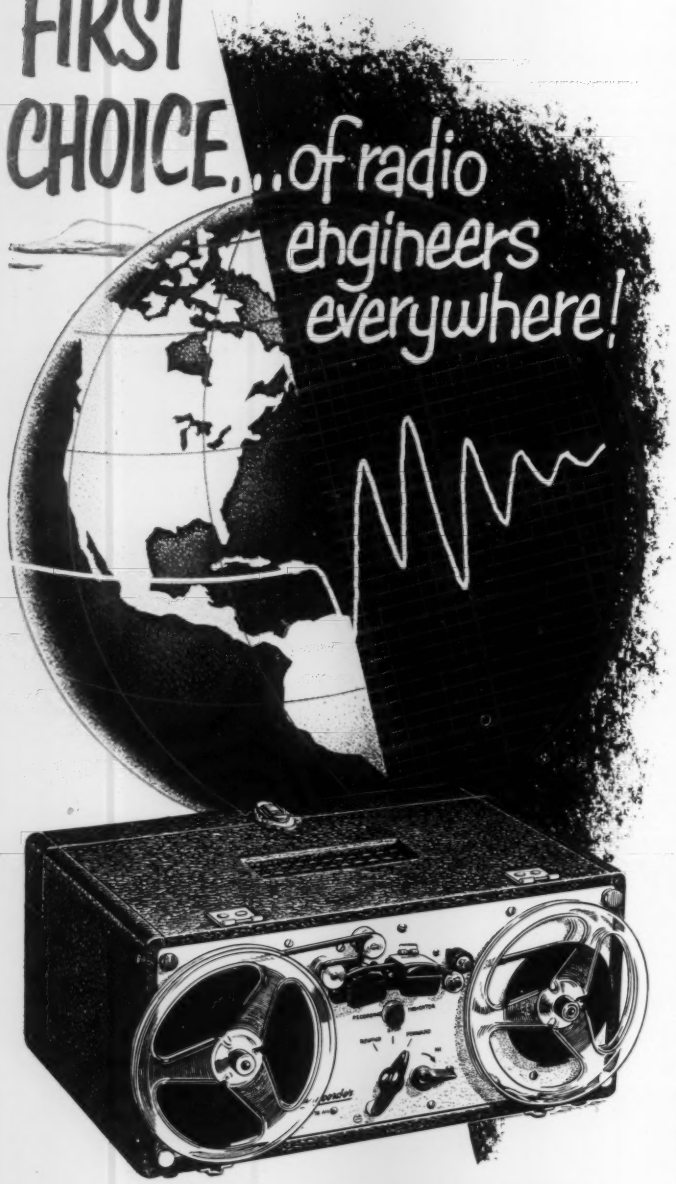
WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC — 5000 WATTS

FIRST CHOICE...of radio engineers everywhere!



magnecorder

professional tape recorder

Greater Flexibility—Your Magnecorder can be mounted in standard racks, combined with others for continuous recording systems, or used in console mountings—unmatched flexibility because of our exclusive unit construction. Conversion kits keep the equipment up to date or adapt it for special purposes.

Balanced Fidelity—Magnecorders catch all sound from the highest to the lowest tone. Frequency response: flat from 50-15,000 cps ± 2 db at 15"/sec. tape speed. Exceeds 50 db with less than 2% harmonic distortion.

For further information and demonstration, see your Classified Telephone Directory under "Recorders," or write

Magnecord, INC.

Dept. B-12, 225 W. Ohio St., Chicago 10, Ill.

front office

A. C. DOWDEN, city sales manager, KARK Little Rock, Ark., promoted to commercial manager there.

NORMAN H. CHESTER, WNBC New York account executive, to similar post in radio sales department of WJZ New York.

LEWIS H. AVERY, president, Avery-Knodel Inc., station representative firm, J. W. KNODEL, vice president, B. P. TIMOTHY, secretary, ARTHUR H. McCOY, treasurer, and DAVID H. SANDEBERG, director, re-elected to respective offices.

SOUTHERN MINNESOTA NETWORK (KROC Rochester, KSYM Mankato and KATE Albert Lea) appoints Robert Meeker Assoc., N. Y., effective Jan. 1.

MELBADEAN WELLS, former manager and operator, KULP El Campo, Tex., to sales staff, KTBC-TV Austin, Tex. PROF. E. ROBERT NORRIS, U. of Texas, to latter station as consultant.

ROBERT E. NEWSHAM Jr. to sales department, WFIL Philadelphia.

JERRY DUNPHY, former news director, KSTT Davenport, Iowa, returns to station as general manager.

JOHN NORTH, former Chicago manager of Radio Reps., to WOR New York's Chicago sales staff.

GEORGE DRASE, sales staff, WCFL Chicago, to local sales department, WBBM same city.

MICHAEL HORN to WICC-TV Bridgeport, Conn., as account executive.

ARTHUR M. FORD, manager of Sapulpa, Okla., studios of KOME Tulsa, to sales staff, KVOO Tulsa.

DAVID R. ALLEN, salesman, WSYR-TV Syracuse, to Sports Car Club of America, as public relations and publications director.

Personals . . .

HARRY ACKERMAN, vice president in charge of network programs, CBS-TV Hollywood, named to serve on advisory board of Woodbury College, L. A. (training in business administration and professional arts). . . . MAJ. JAMES L. HOWE, owner of WCTC New Brunswick, N. J., cited for "invaluable service" by Air Force.

FRED WEBER, president of WFPG Atlantic City, N. J., cited by state defense officials for his "hard work" on behalf of civil defense. . . .

JOSEPH A. LENN, vice president in charge of sales of WHLI Hempstead, L. I., cited by United Cerebral Assn. of Nassau County for ". . . outstanding accomplishment in the fight for the betterment of the cerebral palsied of Nassau County." . . . FREDERIC B. VANDERHURST, account executive, KBIS Bakersfield, Calif., and Marilyn Christine Johnson were married Nov. 22.

DICK JOLLIFFE, account executive, Columbia Pacific Radio Network, father of boy, Nov. 19.

BOB PRATT, manager, KGGF Coffeyville, Kan., father of boy, William.

Weissman Plans Talk

J. G. WEISSMAN, applications engineer, physics laboratories, Sylvania Electric Products, will discuss "Transistor Circuit Considerations" at the meeting of Radio Club of America at 8 p.m. Thursday in the General Electric auditorium, New York. Annual business session for members from 7:30-8 p.m. will precede the open session.

Percy S. Anderson

PERCY S. ANDERSON, 65, head of public relations at KMOX St. Louis, CBS o & o station, died last Monday in that city after being stricken with a heart ailment. Formerly sales manager of KMOX, he joined the station in 1946 as account executive. Previously he was with MaGuire Industries, Falvey-Vadell Co. and War Production Board. His wife, Julia, survives.

SALES UP MORE THAN 40%

With bulk of advertising budget going to radio, Deerwood Foods sales soar!

Three years ago the Bluffton Grocery Company began sponsoring the "Deerwood News & Sports Review" on WOWO. Now sales are up more than 40%, and the company is moving to new and far larger quarters in Fort Wayne.

With radio receiving more than 85 per cent of the advertising budget, both the advertiser and its agency, Gemmer Associates, Inc., share with WOWO credit for the booming trade.

Proof in abundance is on hand pointing up the fact that to reach the rich tri-state, 49 county area centering in Fort Wayne, WOWO is a "must." For more evidence get in touch with WOWO or Free & Peters.

An expenditure of thousands of dollars on WOWO has brought returns of millions of dollars to our client.
Duane Zimmerman, Gemmer Associates, Inc.

Because of our radio program, we have been able to place our line in a rapidly expanding list of outlets.
P. E. Painter, President, The Bluffton Grocery Company

WOWO
FORT WAYNE
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW · KDKA · KEX · WBZ · WBZA
WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Miami Ch. 7 Bid With Trammell

(Continued from page 25)

ditional buildings to house TV studios, transmitting gear, etc. Price for the present land and buildings was given as $150,000; other construction will amount to $350,000, the application stated.

Although the transmitter site land and buildings will be purchased from WIOD, the towers will remain owned by WIOD. Biscayne Television proposes to lease the south tower for its TV antenna.

Present applications for Miami's Ch. 7 by WIOD and WQAM were dismissed last week. Other Miami TV applicants are Storer-owned WGBS, a CBS affiliate and WKAT, owned by A. Frank Katzentine, an MBS affiliate, for Ch. 10, and WMIE, independent, owned by E. D. Rivers Sr., for Ch. 27.

Applicant for non-commercial, educational, reserved Ch. 2 is Lindsay-Hopkins Vocational School of Dade County Board of Public Instruction.

WINZ Application

A pre-freeze application from Miami-Hollywood Television Corp. for Ch. 7 is still being carried on the FCC's books as pending. However, principal owner Jonas Weiland (WINZ) was killed in an airplane crash in August 1951 and the application has never been amended in line with the Sixth Report and Order. Under FCC procedure, such applications are dismissed when the city is reached in the processing line. Miami's priority is Group B-4, No. 193. The Commission reached Group B-3, No. 173 in last week's grants, which would indicate that there were only 20 more cities to be considered before Miami is reached.

Biscayne's Statement

In the statement associated with the application, the Biscayne principals state that their holdings in Biscayne will not affect their AM stations or their newspapers. They declared that they are agreed not to combine "in any manner, shape or form" to diminish competition between WIOD and WQAM.

They also agreed that: (1) the operation of WIOD and WQAM would continue "distinct and separate;" (2) there would be no combinations of staff, salesmen, rates, program sources or talent; (3) there would be no tie-ins regarding the purchase of time; (4) the TV station will compete "vigorously" with WIOD and WQAM for advertisers and programs.

The application was prepared by the Washington law firms of Dow, Lohnes & Albertson (for Cox) and Loucks, Zias, Young & Jansky (for Knight). Consulting engineer was Millard Garrison, Washington.

Judge Backs Newsmen

STATE law protecting news reporters in Alabama from disclosing confidential news sources was supported last week by Federal District Judge Seybourn H. Lynne, who refused to rule the law unconstitutional. Acting on a petition by former Gov. James E. Folsom and three aides, who filed $4 million libel actions against several magazines, Judge Lynne supported the 1935 Alabama law protecting newspaper reporters. He said he will hand down a written decision.

DIVIDEND of 40 cents per share, paid Dec. 12, was voted by directors of WJR Detroit to share-holders of record Dec. 5, according to President John F. Patt.

CIVIL SUIT

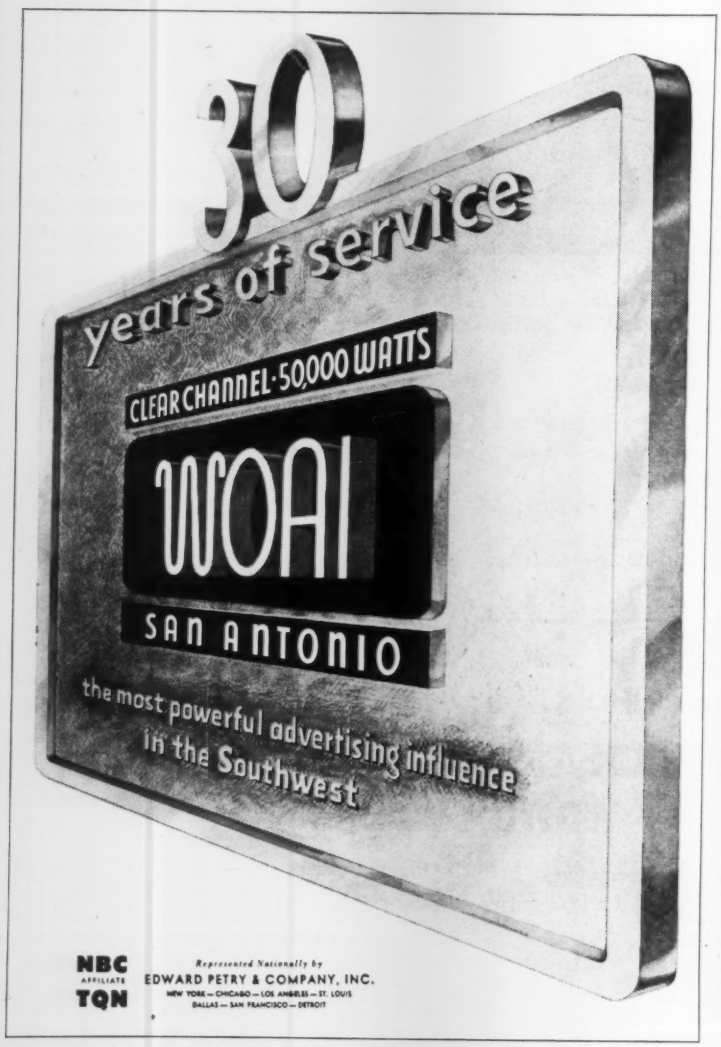
Filed Against Soap Firms

THE CIVIL suit filed last Thursday in Federal Court, Newark, N. J., against three major soap companies involves network advertisers with substantial annual radio-TV billings.

Filed by the Justice Dept., the suit accuses Procter & Gamble Co. of Cincinnati, Lever Bros. of New York City and Colgate-Palmolive-Peet Co. of Jersey City of monopolizing the household soap industry. The suit asked that the three firms be broken up into smaller organizations.

In a statement President E. H. Little said Colgate-Palmolive-Peet Co. emphatically denied the charges against C-P-P. Mr. Little noted the Dept. of Justice had previously submitted facts to a federal grand jury in Newark which only last month completed an investigation of the soap industry lasting 18 months. The grand jury failed to take any action.

Jervis J. Babb, Lever president, issued a statement denying that his company had violated the anti-trust laws in letter or spirit.



Radio Homes Census

(Continued from page 52)

Minnesota—[cont'd]

Area	Total population	Total occupied dwelling units	RADIO: Number reporting	RADIO: With Radio 1950 Number	RADIO: With Radio 1950 Per Cent	RADIO: 1940 Radio Homes	TELEVISION: Number reporting	TELEVISION: With TV Number	TELEVISION: With TV Per Cent
Houston	14,435	4,045	4,040	3,885	96.2	3,174	4,045	30	0.7
Hubbard	11,085	3,227	3,200	3,035	94.8	2,127	3,085	35	1.1
Isanti	12,123	3,182	3,120	2,945	94.4	2,481	3,120	140	4.5
Itasca	33,321	9,460	9,405	8,990	95.6	6,943	9,420	45	0.5
Jackson	16,306	4,576	4,595	4,505	98.0	3,722	4,595	45	1.0
Kanabec	9,192	2,611	2,465	2,365	95.9	1,994	2,440	35	1.4
Kandiyohi	28,644	7,638	7,570	7,420	98.0	5,646	7,570	70	0.9
Kittson	9,649	2,647	2,605	2,530	97.1	2,123	2,600	5	0.2
Koochiching	16,910	5,065	4,815	4,420	91.8	3,427	4,805	50	1.0
Lac qui Parle	14,545	4,002	4,050	4,000	98.8	3,335	4,025	30	0.7
Lake	7,781	2,526	2,475	2,355	95.2	1,868	2,470	25	1.0
Lake of the Woods	4,955	1,420	1,330	1,260	94.7	1,119	1,325	5	0.4
Le Sueur	19,088	5,594	5,560	5,405	97.2	4,419	5,545	235	4.2
Lincoln	10,150	2,878	2,875	2,770	96.3	2,298	2,880	10	0.3
Lyon	22,253	6,287	6,120	6,015	98.3	4,712	6,125	35	0.6
McLeod	22,198	6,312	6,320	6,150	97.3	4,676	6,300	190	3.0
Mahnomen	7,059	1,719	1,705	1,590	93.3	1,325	1,705	10	0.6
Marshall	16,125	4,264	4,285	4,190	97.8	3,629	4,300	30	0.7
Martin	25,655	7,291	7,090	7,025	99.1	5,616	6,985	40	0.6
Meeker	18,966	5,313	5,300	5,135	96.9	4,175	5,265	180	3.4
Mille Lacs	15,165	4,321	4,190	4,030	96.2	3,263	4,175	110	2.6
Morrisin	25,832	6,613	6,380	6,005	94.1	5,163	6,395	35	0.5
Mower	42,277	11,701	11,675	11,515	98.6	8,346	11,625	60	0.5
Murray	14,801	3,871	3,805	3,725	97.9	3,081	3,800	30	0.8
Nicollet	20,929	4,931	4,850	4,787	98.7	3,681	4,845	75	1.5
Nobles	22,435	6,223	6,055	5,915	97.7	4,760	6,025	65	1.1
Norman	12,909	3,585	3,710	3,530	95.1	3,012	3,685	50	1.4
Olmsted	48,228	13,099	12,835	12,615	98.3	9,193	12,785	105	0.8
Otter Tail	51,320	13,637	13,400	12,805	95.6	10,604	13,365	75	0.6
Pennington	12,965	3,624	3,565	3,435	96.4	2,766	3,585	160	4.5
Pine	18,223	5,295	5,225	4,935	94.4	4,349	5,205	50	1.0
Pipestone	14,003	3,843	3,720	3,660	98.4	3,018	3,695	50	1.4
Polk	35,900	9,753	9,730	9,480	97.4	7,880	9,750	105	1.1
Pope	12,862	3,609	3,635	3,550	97.7	2,924	3,615	45	1.2
Ramsey	355,332	103,871	101,970	100,305	98.4	81,216	101,715	13,735	13.5
Red Lake	6,806	1,684	1,690	1,665	98.5	1,385	1,690	....	0.0
Redwood	22,127	6,193	6,060	5,880	97.0	4,836	6,045	25	0.4
Renville	23,954	6,506	6,895	6,775	98.3	5,300	6,900	125	1.8
Rice	36,235	8,658	8,570	8,365	97.6	6,657	8,575	405	4.7
Rock	11,278	3,154	3,075	3,010	97.9	2,475	3,035	20	0.7
Roseau	14,505	3,809	3,760	3,580	95.2	2,812	3,765	60	1.6
St. Louis	206,062	61,850	61,080	59,055	96.7	51,295	60,990	330	0.5
Scott	16,486	4,369	4,140	4,055	97.9	2,995	4,035	340	8.4
Sherburne	10,661	2,623	2,640	2,520	95.5	1,899	2,640	110	4.2
Sibley	15,816	4,325	4,290	4,195	97.8	3,425	4,300	135	3.1
Stearns	70,681	16,351	16,145	15,605	96.7	12,424	16,110	310	1.9
Steele	21,155	5,956	5,830	5,695	97.7	4,518	5,850	115	2.0
Stevens	11,106	2,930	2,920	2,875	98.5	2,274	2,920	15	0.5
Swift	15,837	4,380	4,270	4,190	98.1	3,298	4,265	55	1.3
Todd	25,420	6,866	6,885	6,565	95.4	5,594	6,870	35	0.5
Traverse	8,053	2,236	2,200	2,155	98.0	1,846	2,190	15	0.7
Wabasha	16,878	4,846	4,720	4,495	95.2	3,919	4,680	60	1.3
Wadena	12,806	3,427	3,440	3,275	95.2	2,504	3,445	15	0.4
Waseca	14,957	4,414	4,365	4,245	97.3	3,416	4,345	65	1.5
Washington	34,544	9,415	9,215	9,080	98.5	6,125	9,195	970	10.5
Watonwan	13,881	4,033	4,020	3,935	97.9	3,158	3,965	45	1.1
Wilkin	10,567	2,753	2,730	2,660	97.4	2,180	2,735	5	0.2
Winona	39,841	11,308	11,280	10,860	96.3	8,631	11,260	75	0.7
Wright	27,716	7,703	7,580	7,380	97.4	5,889	7,575	565	7.5
Yellow Medicine	16,279	4,572	4,460	4,375	98.1	3,754	4,460	40	0.9

* Not available.

Vic RADIO PROFIT Diehm Says:

There's nothing "big shot" about any of us. We don't try to give you a lot of statistical mumbo jumbo and big talk about our abilities to sell your client's products on our stations. We're the so called "small people" . . . the workers . . . the producers of sales. We're the people who work day and night to make it possible that your client's messages are properly directed to the millions of people we serve and who depend upon us for news, sports, mystery, drama, music, children's programs . . . yes, for information and entertainment for every age.

WAZL	WHOL	WHLM	WIDE
HAZLETON, PA. NBC-MBS	ALLENTOWN, PA. CBS	BLOOMSBURG, PA.	BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Robert Meeker Associates).		(Owned and Operated by Harry L. Magee).	(Represented by Edward Devney).

N. Y. CD PROGRAM
All Radio-TV Outlets Air

ALL New York City radio and TV stations were to be interconnected last Saturday to carry a special Civil Defense drill program, according to Seymour N. Siegel, WNYC New York director and communications coordinator for the city's Office of Civil Defense.

The drill, ordered by the New York State Civil Defense Commission, was to begin at 8:30 a.m. Stations were to fade out their own programs and connect the Civil Defense line to their transmitters for the special 15-minute program. Regular programming was to resume at 8:45 a.m. TV stations were expected to carry the sound portion and display a sign indicating the drill was in progress.

RADIO MEMENTOS
Pioneers to Preserve

OLD-TIME broadcasters with memorabilia they would like preserved for posterity are invited to send their relics to Carl Haverlin, chairman of the Radio Pioneers project committee, at 580 Fifth Ave., New York.

Pending establishment of a permanent Radio Pioneers headquarters club house, Mr. Haverlin will store rate cards, promotion pieces, photographs, scripts and other souvenirs of the days when radio was young, which will comprise the nucleus of an industry history. Idea was proposed by Mr. Haverlin last Tuesday at a luncheon meeting of the New York chapter of the Pioneers, which unanimously adopted the plan.

air-casters

HOWARD BROWN appointed chief announcer, WTVJ (TV) Miami.

DAN RUSSELL, program director, KFWB Hollywood, to program department, Hollywood headquarters, KBIG Avalon.

WILLIAM McCLUSKEY, sales service director, Crosley Bcstg. Corp., Cincinnati, elected to board of governors, Cincinnati Grocery Mfrs. Representatives.

HARRY VOELKER to sales and promotion staff, KTBC-TV Austin, Tex. **BOB PERRY** and **ELMO BROWN** to station as director-announcer and cameraman, respectively. **WYNN EVANS** and **CAROLYN BUSH** added to station's continuity staff.

BILL LAMAR to KCOR San Antonio, Tex., to handle sales promotion and merchandising activities.

JOHN HANLEY, WNAV Annapolis, Md., to WCBM Baltimore, as m.c. of *Morning Glories* show. **WILL TAYLOR** and **JOHN McLEAN** to latter station as night announcer and sportscaster, respectively.

ALAN GANS, sports director, KYW Philadelphia, elected president of city's Basketball Writers Assn.

DR. MASON ROSE, head of National Foundation for Psychological Research and author, to KLAC-TV Hollywood as consultant psychologist on children's programs.

LEROY LAND returns to KCBD Lubbock, Tex., as promotion manager, after discharge from U. S. Air Force. **HAL MOON** added to station's announcing staff.

JAY JASIN to WHKC Columbus, Ohio, as disc jockey.

RICHARD T. HICKOX, chief announcer, WLAW Boston, promoted to production manager there.

BELA KOVACS, company manager and actor on ABC-AM-TV *Space Patrol*, assigned role in 20th Century-Fox feature film, "Desert Rat."

LLOYD HOWE, WENT Gloversville, N. Y., to WCSS Amsterdam, N. Y., as staff announcer-producer.

BILL HYDEN, KRMG Tulsa, Okla., to KVOO same city, on announcing staff.

TOM WILLETTE to WDXI Jackson, Tenn., after tour of duty with U. S. Army.

DON BELL, disc jockey, KRNT Des Moines, Iowa, appointed public information officer for Iowa wing of Civilian Air Patrol.

CHIP CIPOLLA, sports director of WGNR New Rochelle, to announcing staff, WHLI Hempstead, L. I.

JACK KRUSCHEN, Hollywood radio-TV actor, assigned role in MGM feature film, "The Great Diamond Robbery."

JERE SILVERN, New York radio-TV actress-singer, and **HY HOLLINGER**, staff member of *Variety*, will be married Jan. 4 in Hollywood.

JOHN EGAN, announcer, WONS Hartford, Conn., father of girl, Maryann Therese.

LEWIS KLEIN, WFIL-TV Philadelphia staff director, father of boy, Stephen, Nov. 20.

News . . .

LT. COL. JAMES C. McNAMARA, former news editor, KLAC-AM-TV Hollywood, after 19 months as press advisor to Gen. James A. Van Fleet in Korea, returns to civilian life this month.

RUDY RUDERMAN, *New York Daily News*, to news desk at WHLI Hempstead, L. I.

VIC AVERS, news director and commentator, WAND Canton, Ohio, presented with 1952 award from Canton Newsmen's Assn. as city's outstanding local news reporter.

EDDIE FENTON to news staff, WCBM Baltimore.

JULIAN BARBER, newscaster and special events man with Far Eastern Network, AFRS, to WGIV Charlotte, N. C., as news director.

DEAN H. NAVEN, news staff, KRNT Des Moines, father of girl, Jeri Annette, Nov. 19.

AFM 802 Elections

ELECTIONS at New York Local 802, American Federation of Musicians, on Dec. 4 resulted in unseating of three officers of the incumbent Blue Ticket with only Charles R. Iucci returned to office as secretary. Others elected were Al Manuti, president; Al Knopf, vice president, and Hy Jaffe, treasurer.

ALOIS HAVRILLA
Was Veteran Announcer

FUNERAL SERVICES for Alois Havrilla, 61, veteran WNJR Newark radio announcer and commentator and winner of the American Academy of Arts and Letters medal for diction in 1935, were held last Tuesday at St. Paul's Episcopal Church, Englewood, N. J. Mr. Havrilla died Dec. 7 after a long illness.

Mr. Havrilla

Brought to the U. S. at the age of six from Austria-Hungary, and unable to speak English until he was 12, Mr. Havrilla became known to millions from the New York stations of WEAF (now WNBC), WJZ, WABC (now WCBS) and WOR from 1924 to 1946 on such network programs as Jack Benny's *Chevrolet Hour*, Fred Waring's Ford program and Ben Bernie's *American Can Hour*. He also was narrator for Universal Pictures, Paramount Pictures, RKO travelogues and Pathe Newsreels. He joined WNJR in 1946.

During the recent Presidential campaign he introduced Gen. Dwight D. Eisenhower over the air. He also had introduced Herbert Hoover in 1932, Alf Landon in 1936, Wendell Willkie in 1940 and Gov. Thomas E. Dewey in 1944.

In 1923 Mr. Havrilla had appeared as soloist at Carnegie Hall, where he came to the attention of Graham McNamee and Elliot Shaw, who introduced him to radio in 1924.

Surviving are his wife, Mrs. Marion Munson Havrilla, and a daughter, Constance Havrilla, associated with the Compton Agency, New York.

CBC PLANS SERIES
On Queen's Coronation

CANADIAN Broadcasting Corp. plans an elaborate program series before and during Queen Elizabeth II's coronation June 2. All Canadian stations are being offered full coverage coronation day by CBC reporters W. E. S. Briggs, Andrew Cowan and Matthew Cowan and the British Broadcasting Corp.

CBC's April-May programming will include six half-hour broadcasts by English authorities on British sovereigns and a series on persons with major roles in coronation ceremonies. CBC's Trans-Canada network will present special choral and orchestral programs during May and its Dominion network will air a weekly one-hour musical series starting April 21.

The week before coronation CBC will carry BBC sketches on the Queen, the coronation route and Westminster Abbey, plus talks on the event's religious significance. Special music commissioned by CBC will be aired May 31.

RADIO REACHES PEOPLE...
KENTUCKY
THE NASHVILLE MARKET* Listens TO WSIX!
NASHVILLE
ALABAMA
*Cover the 53 counties in middle Tennessee and southern Kentucky with WSIX alone!
Celebrating a Quarter-Century of Service!
Better Buy
WSIX
The Voice of Tennessee's Capital City
NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE · 5000 WATTS · 980 KC and WSIX FM 71,000 W 97.5 MC

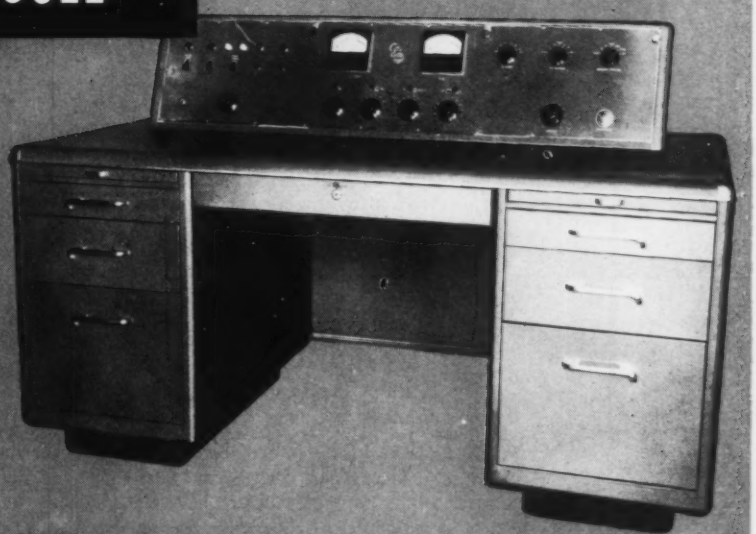
IDEALLY SUITED TO
DIRECTIONAL ANTENNA OPERATION

...The *Continental* Type 315
5000 WATT AM TRANSMITTER

Radio stations utilizing directional antenna systems find this modern 5 KW AM Transmitter especially suited to their requirements. It offers unexcelled performance, plus many extra features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

For 10 KW operation, CONTINENTAL also offers the Type 316 Transmitter with identical features and performance.

The *Continental* Type 315-C
CONTROL CONSOLE



This up-to-the-minute console is now available for use with either the Type 315 or Type 316 Transmitter. Complete control and supervision of normal operation of either type of transmitter and associated equipment is provided. Microphone and turntable inputs for testing or for local emergency operation are incorporated. Control panel is designed with maximum accessibility for servicing.

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Phone EVergreen 1137 Dallas 10, Texas

*GraybaR Distributed by *GraybaR ELECTRIC COMPANY
SINCE 1869 *REG U.S. PAT. OFF.
IN OVER 100 PRINCIPAL CITIES

CBS REPLACES

Dropped P&G Segments

CBS Radio last week completed its program plans for the two quarter-hour strips in the 7-7:30 p.m. period being dropped by Procter & Gamble on Dec. 26.

The *Beulah* series, using transcribed repeats, will be continued in the Mon-Fri. 7-7:15 segment on a sustaining basis until a new sponsor is signed, while *Junior Miss*, now a Thursday night half-hour series, will be changed into a quarter-hour strip and moved, also sustaining, into the Mon.-Fri. 7:15-30 p.m. segment now occupied by P&G's *Tide Show*. Plans for replacing an adjacent quarter-hour series—*Club 15*, in the Mon-Wed.-Fri. 7:30-45 p.m. slot, which Campbell Soup Co. is dropping Jan. 16—have not been completed, although a musical program is contemplated.

OCTOBER-NOVEMBER BOXSCORE

STATUS of broadcast station authorizations at the FCC:

	—As of October 31—			—As of November 30—		
	AM	FM	TV	AM	FM	TV
Total authorized	2,506	641	191	2,513	640	230
Total on the air	2,368	624	114	2,374	626	116
Licensed (all on air)	2,354	581	98	2,358	583	98
Construction permits	152	60	93	155	57	132
Total applications pending	903	193	963	907	136	957
Total applications in hearing	167	5	57	164	5	63
Requests for new stations	255	8	840	250	9	836
Requests to change existing facilities	199	36	67	193	37	70
Deletion of licensed stations	3	2	0	2	3	0
Deletion of construction permits	1	3	0	1	0	0

AP Holiday Scripts

AP RADIO members will receive 10 special Christmas and year-end scripts which can be sponsored. Package, delivered Dec. 14-28, will include a 10-minute Christmas Day script; review of 1952's general, sports and business news, plus features on the man and woman of the year who are selected by AP member stations and newspapers.

WBUZ (FM) PETITION

540 kc Amendment Dismissed

PETITION by WBUZ (FM) Bradbury Heights, Md., seeking permission to amend its application for a new AM station on 1540 kc by specifying 540 kc instead, was dismissed by Comr. Eugene H. Merrill last week because an initial decision looking toward denial of the 1540 kc application was issued last April.

The Bradbury Heights station, located in a suburb of Washington, D. C., is principally owned by Leslie L. Altman. He also is principal owner of a suburban transit company, in whose busses WBUZ (FM) transit radio is heard. To date there has been only one other application for the newly-opened 540 kc channel, that of Everett M. Dillard, who seeks a new AM station in Wheaton, Md., another Washington, D. C. suburb [B•T, Nov. 17].

On All Accounts

(Continued from page 14)

South East Chicago Commission (devoted to better law enforcement and a better community), and a delegate to the Hyde Park-Kenwood Community Council, in which he represents the South Side area where he lives.

He "pitches" civic improvement as diligently as Realemon, with a persistence and aptitude no doubt acquired on the World's Fair midway where he had once worked as a pitchman.

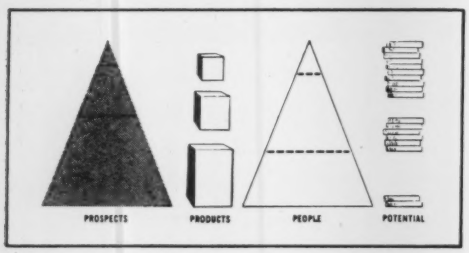
Speculative about the television cost, he sees the medium eventually pricing itself out of business if current trends continue, and reiterates his position of some years back when he was "the only bird out on the limb" on subscription television. Video, despite its eminent qualifications as a fine medium for advertisers today, puts buyers under more and more economic stress as costs go up, he explains. Some form of boxoffice TV could be sustained along with commercial TV as it is now, he believes, citing the duality of motion picture houses which charge admission and also run film "commercials."

Says Mr. Knapp: "As far ahead as I can see," radio will be "useful and listened to." He doesn't know if all radio stations will survive, but the medium is more effective now than the "trend of thought seems to indicate."

Must reading for Radio and TV executives

Profile of the Advertising Market

a new study of today's market for national advertising—its dimensions, characteristics and potential!



How many national advertisers are there? How many products do they advertise? Who are they? Where are they? How much do they spend? When do they make up media lists?

The answers to these and other basic questions appear in Profile of the Advertising Market—a new study just published by the Advertising Department of Printers' Ink.

Some of the information will be familiar to you. More, however, may be a surprise. For never before have the facts and figures of advertising been analyzed in this way!

Our purpose is to help you more accurately gauge the size of your market and your selling job, and to show how Printers' Ink can help you sell more advertising to national advertisers.

If you do not now have a copy of Profile of the Advertising Market, ask your Printers' Ink man for your copy or write on your letterhead to Robert E. Kenyon, Jr., Advertising Director.

Printers' Ink

205 East 42nd Street,

New York 17, New York

New Business

(Continued from page 12)

THE SETHNESS Co., Chicago (Twang root beer and Diet-Aide sugar-free beverages), names Tim Morrow Adv., same city. Broadcast media may be used cooperatively at option of local bottlers. Account executive is **A. E. FORK.**

HOLLYWOOD LIQUEFIER Co. (kitchen appliance) and **CHIC LINGERIE Co.**, both Hollywood (Pandora line), appoint Smith & Bull Adv., that city. **ROBERT I. LETHE** is account executive. Radio-TV will be used.

DIAMOND T MOTOR CAR Co., Chicago, appoints Griswold-Eshleman Co., Cleveland.

P. H. DAVIS TAILORING Co., Cincinnati, and its affiliate, **WILLIAM WARREN TAILORING Co.**, appoint Bozell & Jacobs, Chicago. Account executive is **HENRY FLARSHEIM.**

Adpeople • • •

HENRY L. BUCCELLO, assistant to **L. E. TOWNSEND**, recently retired vice president in charge of advertising, Bank of America, S. F., named advertising manager.

CHARLES F. MOORE, assistant general manager of General Foods Corp.'s Diamond Crystal-Colonial Salt Div., St. Clair, Mich., named general manager, succeeding **J. J. Le CLARE**, retired.

ALLAN E. ROSS, Goodyear Tire & Rubber Co. of Canada Ltd., appointed advertising manager.

HOMER LAUGHLIN, advertising department, Southern Counties Gas Co., L. A., promoted to advertising manager of newly created separate department.

WALTER SALA named national advertising manager of Dad's Root Beer Co., Chicago.

AP NEWS – a "Natural" for New Stations

"In our 2 years of operation, AP news has produced 20-25% of our gross revenue."

Wendell H. Siler
Manager
WRAD
Radford, Va.

"Approximately 11% of our air time is devoted to AP news programs. They're our most salable product. And they stay sold because they produce results for sponsors. Here's what sponsors say:

Our AP news appeals to all classes of potential customers . . . Maintains good will with present customers . . . Gives us added prestige . . . Our most effective advertising . . . Brings in the traffic . . . Exceeds all expectations."

"Our first sponsor requested AP news . . . never any renewal problems."

Thomas A. Rogers
General Manager
WCLT
Newark, Ohio

"Since we went on the air five years ago, we've had a waiting list of sponsors for AP news. Our 48 weekly AP newscasts are completely sold out. A typical AP spot has a rating of 19.2 compared to the nearest competitor's 2.2. In addition to spot news, AP's various feature programs sell readily — much as 'Sports Memory,' sponsored five days a week by a brewery."

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y.

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

AMATEUR RADIO

Sterling Recounts Growth

GROWTH of amateur radio since World War II has been healthy, FCC Comr. George E. Sterling told the New York Club meeting Dec. 8.

"There are today 117,069 licensed radio amateur stations, an increase of approximately 67% over the number at the end of World War II," Comr. Sterling said. He also paid tribute to radio amateurs for their services in time of disaster.

Advisory Group Named

LEWIS M. CLEMENT, Crosley Div., Avco Mfg. Corp., Cincinnati, has been named chairman of an Advisory Group on Reliability of Electronic Equipment. Appointment of Mr. Clement, technical adviser to the vice president and general manager of Avco, was announced by Walter G. Whitman, chairman of the Defense Dept.'s Research & Development Board. Also named to the group were Stuart L. Bailey, Jansky & Bailey, Washington, D. C., consulting radio engineer firm, and Frederick J. Given, Sandia Corp., Albuquerque. Among consultants are Albert F. Murray, consulting radio engineer, and Joseph A. Chambers, Phoenix Motorola Research Lab. Group was set up to seek methods of improving reliability of military electronic devices.

allied arts

RAYMOND L. KELLEY, assistant controller, Shure Bros., Chicago, elected controller and vice president in charge of finance.

S. L. SPRAGGINS, vice president in charge of production, Hoffman Radio Corp., L. A., has resigned because of ill health. **H. LESLIE HOFFMAN,** firm president, assumes duties of general director of TV manufacturing.

GLENN E. WEBSTER to General Electric Co., Chicago, as district sales manager for broadcast equipment in North and South Dakota, Minnesota, Iowa, Wisconsin and parts of Illinois and Indiana.

Mr. Webster

KAYE - HALBERT DISTRIBUTORS Inc., Culver City, appoints Electronics Associates Inc., Honolulu, as distributor in Hawaiian Islands.

WILLIAM H. BOEDEKER Jr. named assistant to **LOUIS J. COLLINS,** sales director for Capehart - Farnsworth, Fort Wayne, Ind.

EDWARD TRUDDEAU appointed merchandise manager for popular and folk records department of Columbia Records, N. Y.

MAX R. SHOHET, director of radio-television section, Office of Rent Stabilization, appointed chairman of national public relations committee, American Public Relations Assn.

NEWARK ELECTRIC Co., Chicago, has published new parts catalog titled "The Complete Electronics Reference Book."

WARREN GIEFFERS appointed assistant works manager of civilian operations, Consumer Goods Div., Motorola Inc., Chicago. **HANS SCHIFF** named to similar post in military operations.

HAL SHRIBER, WSAZ-TV Huntington, W. Va., to Ferris Organization Inc., N. Y., radio-TV program publicity firm.

ADOLPH L. GROSS Assoc., N. Y., appointed sales representative in New York area by General Hi-Fi Speaker Co., N. Y.

DICK LUKIN, TV director, WOR-TV New York *Broadway TV Theatre* show, resigns and will form own package-production firm.

Equipment . . .

PICKERING & Co., Oceanside. N. Y., announces production of new Model 260 turn-over pickup with output of 30 millivolts at 10 cm per second.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces manufacture of new series of diffused junction germanium rectifiers for use in computers, magnetic amplifiers, and TV receivers. Included are Models 4JA1A1, 4JA1A2, 4JA1A3, and 4JA2A4.

SHALLCROSS Mfg. Co., Collingdale, Pa., announces production of line of precision wirewound resistors which are hermetically sealed in ceramic for stable performance under wide temperature variations and high humidity. Resistors are designated RB10A, RB11A, RB12A, RB13A and RB14A.

RCA VICTOR, Camden, N. J., announces production of Forbes Model 2XF91, new combination static-free AM-FM table radio. Separate dials are employed for AM and FM tuning.

Technical . . .

JAMES W. ROBERTSON named chief engineer, WROV Roanoke, Va.

EARL HUFF, WBAP-TV Ft. Worth, Tex., to KTBC-TV Austin, as assistant chief engineer.

J. P. GILMORE, assistant coordinator of engineering projects and services at CBC Montreal, named assistant coordinator of TV for CBC, succeeded by **J. E. BUBREUILL,** supervising engineer of CBC at Montreal.

AMPLITEL Inc., New York, has announced availability of new master amplified TV antenna system for owners of apartment buildings, hotels, institutions and TV service organizations. Equipment also is available to local TV servicing organizations and electrical contractors to whom Amplitel extends engineering and installation counsel.

ROUND HONORED

Awarded Armstrong Medal

CAPT. J. HENRY ROUND, British officer whose radio work enabled the English fleet to intercept the Germans, leading to the battle of Jutland in World War I, was awarded the Radio Club of America's prized Armstrong Medal Friday at the club's annual banquet in New York.

One of the few surviving pioneers who assisted Marconi in his early work, Capt. Round is well-known to radio old-timers in this country for his service, 1905-7, as an operator at the first U. S. commercial radio telegraph station at Babylon, N. Y. He came to New York from England to accept the award in person.

JOSEPH PROPOSAL

Protests Uphold WNYC

RECOMMENDATION that New York City's owned and operated station, WNYC, be abolished has been protested in virtually all of some 8,000 letters received by the station, Seymour N. Siegel, the station's director, reported last week.

City Controller Lazarus Joseph, who made the recommendation several weeks ago to save the city the station's annual operating budget of $315,000, said a large majority of the 3,000 letters he received urge that the station be retained. But he added he has not modified his position.

WNYC broadcast 12,947 hours in 1951 at a cost of $22 per hour, a lower cost than in 1950, Mr. Siegel said in an earlier letter accompanying the annual report of the Municipal Broadcasting System.

The reduction in cost-per-hour was attributed to "an improvement in operating efficiency."

Mr. Siegel said the city's broadcasting unit "was largely instrumental in the design and establishment of the civil defense communications systems of the city" in 1951; that WNYC increased its share of audience in many periods of the broadcast day despite TV competition; that WNYC-FM maintained third place in popularity among the city's 19 FM stations in the area; and that the Television Film Unit produced several films "which have enjoyed an expanded demand from commercial television stations . . . "

He also noted that the city is applying for a television station.

SHOULD plastic props, designed by art director Furth Ullman for a recent production of *Colgate Comedy Hour* on NBC prove successful, future programs will switch from wood and papier-mache to the acetate product for its props. Plastic can be painted, flame-proofed, is very durable and when dipped in a solvent is pliable.

You Can't Get Results in the RURAL MIDWEST with a "Two Legged Stool" Schedule

KMA offers impact in 140 RURAL counties in Iowa, Nebraska, Missouri and Kansas. . . . 2½ million farm and small town listeners who are NOT reached by Omaha-Des Moines schedules.

They live in 1705 cities, towns, and hamlets and on hundreds of thousands of farms. They prefer the KMA type of midwest programming.

PULSE PROVES IT!

In 23 rural Iowa, Nebraska and Missouri counties, KMA was the MOST-LISTENED-TO station during 234 quarter-hours each week—more than ALL other stations heard in this area combined.

THE No. 1 FARM STATION in THE No. 1 FARM MARKET

KMA 5000 WATTS 960KC
SHENANDOAH, IOWA
Represented by AVERY-KNODEL, INC.

MAY BROADCASTING COMPANY

DECEMBER 15, 1952

TELECASTING

IN THIS ISSUE:

Newest Applications For TV
Page 72

Latest Set Count By Markets
Page 80

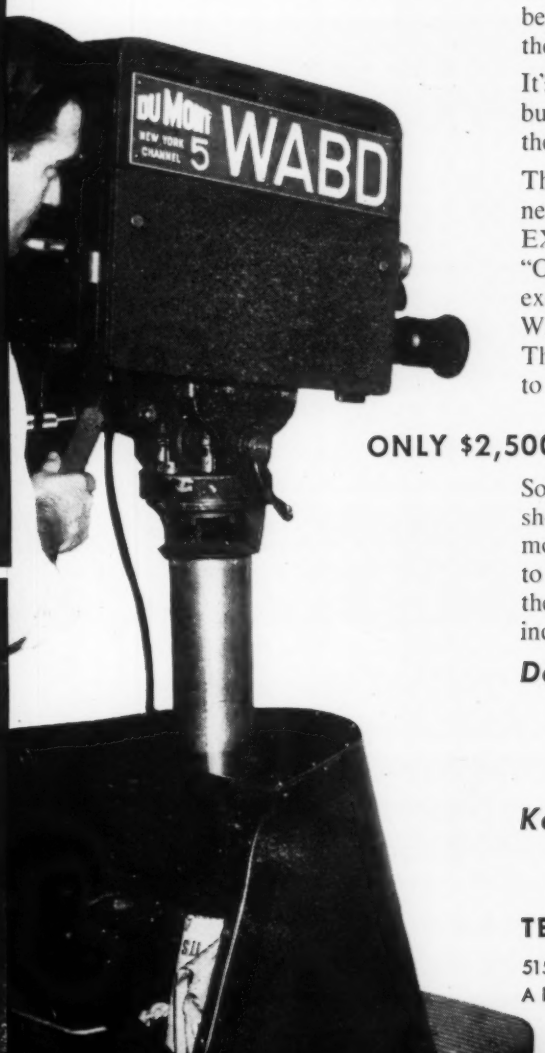
Report on Film Activities
Page 85

Telefile: WEWS' Five Years
Page 90

in our 8th year

Mr. Sponsor...

IF YOU CAN AFFORD RADIO— NOW YOU CAN AFFORD TELEVISION!



Startling?
New?

Yes, but it's no gimmick. No miracle. It's another big step by Du Mont to bring television to a wider circle of advertisers—to many advertisers who should be in television but just thought they couldn't scale the wall of high prices.

It's proof again that in television—as in any business—plain horse-sense plus creative thinking are the best, the only ways to beat down costs.

The proof this time is in Du Mont's revolutionary new daytime drama series "ONE WOMAN'S EXPERIENCE" (11:30-11:45 AM) and "ONE MAN'S EXPERIENCE" (11:45-noon). These exciting, across-the-board shows are now captivating WABD viewing audiences in the New York area. These are two selling packages that are available to you, each at

ONLY $2,500 A WEEK INCLUDING TIME CHARGES!

Sound like radio? The price may. But not the show. Not the results. That's why this offering is the most important contribution Du Mont has made to television advertisers since Du Mont first pioneered the use of daytime TV. Your inquiries will be welcome.

Dollars Do More On Du Mont.

WABD *Channel 5*

Key Station of the

DU MONT
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MU 8-2600
A Division of The Allen B. Du Mont Laboratories, Inc.

Here in the San Francisco Bay Area

(ONE OF "FIRST 10" MARKETS IN TV SETS)

tv

is a major advertising medium... and the major TV station in the market is

KRON-tv

which operates on Channel 4 and puts more eyes on SPOTS

Most Advertisers! Rorabaugh reports that KRON-TV serves the largest number of advertisers in this 3-station market

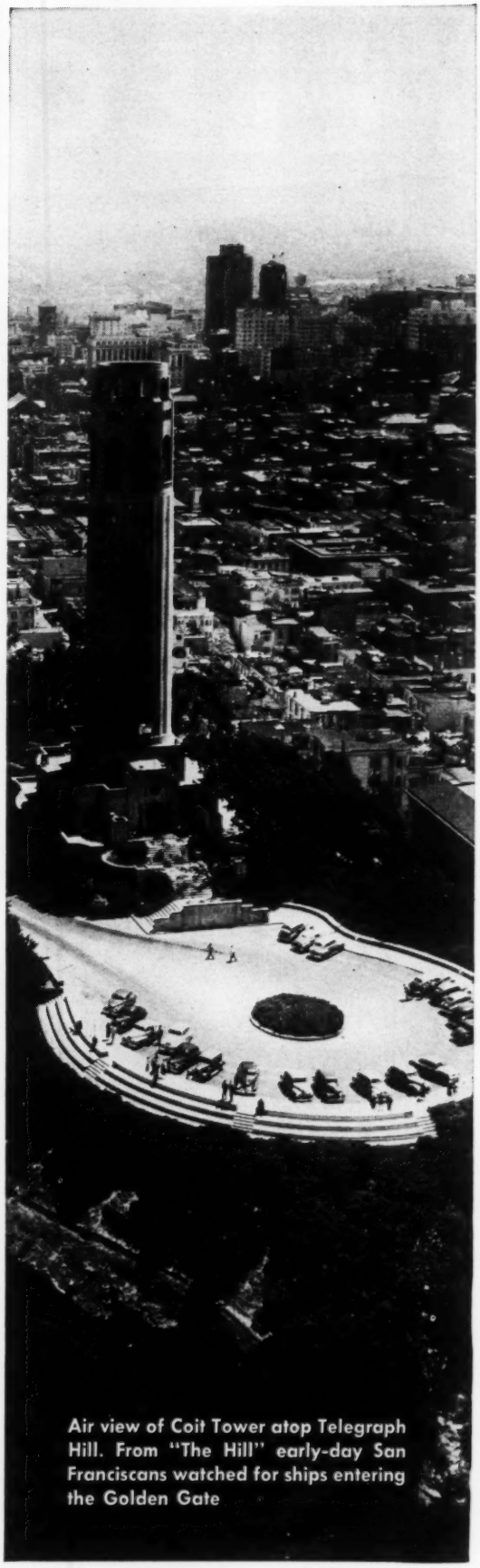
Biggest Audience! Pulse shows that KRON-TV offers the greatest percentage of audience, day and night, and all week

Best Shows! Pulse counts more top-rated shows on KRON-TV than on the other two San Francisco stations *combined*

Clearest Coverage! The market's highest antenna sends KRON-TV's signal throughout the Bay Area market, deep into Northern and Central California

---

ASK FREE & PETERS for availabilities... in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco. An NBC Affiliate, KRON-TV is owned and operated by the San Francisco Chronicle. It has pioneered in San Francisco TV (Channel 4) since November 15, 1949.



Air view of Coit Tower atop Telegraph Hill. From "The Hill" early-day San Franciscans watched for ships entering the Golden Gate

TELECASTING

DECEMBER 15, 1952

CROSLEY IS GRANTED

FCC Okays Channel Changes

CLEAR and unconditional grants to the Crosley Broadcasting Corp. TV stations to change to new frequencies and higher power were made by the FCC last week. The Commission raised the question of overlap among the three Crosley TV outlets—WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus—last September [B•T, Sept. 22].

This is considered the first major case in which the intent of the McFarland Act changes to the Communication Act was carried out successfully. The McFarland Act provides that the Commission notify an applicant when it cannot grant a request without a hearing. Purpose is to give the applicant the opportunity to answer the objections, or make changes in the application, in order to obviate the need for a hearing.

Free-Lift Involved

The three Crosley-owned Ohio stations were required to change wavelengths in accordance with reshuffles in the light of the new allocation table and new separation criteria formulated by the FCC last April in its Sixth Report and Order [B•T, April 14]. The changes applied also to 27 other TV stations.

Success of Crosley in convincing the Commission that a hearing on overlap was not necessary is presumed to be a forerunner of possible similar action in the WGAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del., case. These Steinman-owned stations also were informed by the FCC that due to the question of overlap between them on their new frequencies (they were among the 30 TV stations required to change channels) and with higher power a hearing was necessary [B•T, Sept. 22].

Following that action, WDEL-TV withdrew its application for higher power, thus eliminating the overlap situation with its sister WGAL-TV station.

At the time the question of overlap among the Crosley stations arose, the Commission conditionally granted them changes in frequency as required by the Sixth Report and Order. WLWT was changed from Ch. 4 to Ch. 5; WLWD, from Ch. 2 to Ch. 5, and WLWC, from Ch. 3 to Ch. 4.

Also at that time, WGAL-TV was granted conditional authority to change from Ch. 4 to Ch. 8. At the moment, this switch is in litigation, based on appeals to the Federal courts by WLAN Lancaster, applicant for Ch. 8.

In the Crosley cases, the FCC contended that there would be overlap of the Grade A service between the Cincinnati and Dayton stations, and overlap of Grade B service between all three stations.

In its response to the Commission's "McFarland letter," Crosley stressed that this particular question had been investigated by the FCC in 1947 at the time of the WLWD and WLWC grants and that the overlap had been found to be insignificant [B•T, Oct. 27].

Commission's action in sending Crosley and Steinman notification of a need for a hearing last September brought objections from Comr. George E. Sterling. He argued that any overlap conditions were caused by the FCC's new engineering regulations and not by the applicants.

In the Crosley grants last week, FCC Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented.

Chairman Walker issued the dissent, in which Miss Hennock concurred, stating:

The authorizations that have been granted to Crosley today condone a far greater amount of overlap than has ever been previously authorized by this Commission. Operation of the three Crosley stations in such close proximity with maximum power is a rejection of the underlying principles of the Commission's multiple ownership rules . . .

ABC-UPT FUSION

Oral Argument Is Set

THE FCC ordered oral argument on the significant ABC - United Paramount Theatres merger last week. A five-hour hearing was scheduled for Jan. 5.

The week also saw DuMont file replies to the Broadcast Bureau's exceptions to Hearing Examiner Leo Resnick's initial decision last month which approved the merger, as well as license and transfer approvals of other parties in the case [B•T, Nov. 17].

The Broadcast Bureau filed oppositions to the initial decision in virtually all its aspects.

One of the issues in the case was the question of whether Paramount Pictures controlled DuMont in the light of FCC regulations by virtue of its 25.5% stock ownership in the manufacturing-telecasting firm. The examiner found that it did not.

Although strong hope had been held by most of the parties to the case that oral argument would not be necessary, protests to approval of the merger by Sen. Charles W. Tobey (R-N. H.), scheduled to be chairman of the radio-TV powerful Senate Interstate & Foreign Commerce Committee, and by Sen. William Langer (R-N. D.), due to head the important Senate Judiciary Committee [B•T, Dec. 8], were believed to have swayed the Commission otherwise.

Only exceptions to the initial decision were filed by the Broadcast Bureau [B•T, Dec. 1]. DuMont filed exceptions to the merger and other findings, but understandably did not object to the control findings [B•T, Dec. 8].

Argument before the Commission *en banc* on Jan. 5 was scheduled to give each of the parties one hour.

Paramount Pictures Set

First scheduled is Paramount Pictures. Next on the list is DuMont, followed by UPT, ABC and finally the Broadcast Bureau.

Twenty minutes is reserved for WSMB New Orleans if it desires to participate.

CBS, which is buying UPT's WBKB (TV) Chicago, for $6 million, notified the Commission that it was filing no papers and did not care to participate in oral argument.

The involved Paramount case, which ran for 90 days [B•T, Jan. 21 et seq.], included the following issues:

1. License renewals of KTLA (TV) Los Angeles, WBKB (TV) Chicago and WABD (TV) New York.

2. Approval of the transfer of control of the Los Angeles station from the old Paramount Pictures Inc. to the new Paramount Pictures Corp., and of WBKB and a half interest in WSMB New Orleans from old Paramount Pictures to United Paramount Theatres Inc. Latter was formed as the theatre company after the 1949 Supreme Court decision ordering motion picture producers to divest themselves of their exhibition holdings.

3. Licenses for DuMont owned WTTG (TV) Washington and WDTV (TV) Pittsburgh.

4. Question whether Paramount Pictures' 25.5% interest in DuMont constituted control of the latter company.

5. Approval of the merger of ABC with UPT, to form a new American Broadcasting-Paramount Theatres Inc.

6. Approval of the sale of WBKB to CBS for $6 million upon approval of the merger of ABC and UPT, which would result in the new AB-PT company owning two stations in Chicago. ABC also owns WENR-TV there.

Mr. Resnick approved all the requests in a 140-page document.

The merger contract between ABC and UPT terminates if not approved by the FCC by next June 23.

Although CBS would seem to have clear sailing for the acquisition of WBKB if the merger is approved, it has an additional hurdle. Pending before the Commission is an application for Chicago's Ch. 2 by Zenith Radio Corp., which has an experimental station occupying that frequency. WBKB, now on Ch. 4, is due to move to Ch. 2 under the FCC's Sixth Report and Order which required 30 operating TV stations to change wavelengths.

In October, CBS asked the Com-

(Continued on page 86)

BLACKBURN TO GEYER

Resigns NBC-TV Post

NORMAN BLACKBURN has resigned as West Coast director of television, NBC-TV, to join Geyer Adv., New York, as vice president and director of radio and television, it was announced last week.

Mr. Blackburn

Mr. Blackburn has been with NBC since 1948 and previously was vice president in charge of the Hollywood office of J. Walter Thompson Co., where he supervised the Lux radio program, *Kraft Music Hall*, Elgin Holiday shows, and the first commercial television programs of the Southern California Appliance Dealers' Assn.

KGMB-TV DEBUT

Regular Programming Begun

KGMB-TV Honolulu has begun regular program service.

A CBS-TV affiliate on Ch. 9, KGMB-TV covers an area in which some 86,000 families live. KGMB-TV officials predicted that 5,000 sets would be in use in Honolulu in mid-December.

While KGMB-TV is a primary CBS-TV affiliate, it also holds affiliation agreements with NBC-TV and ABC-TV.

The outlet is owned and operated by the Hawaiian Broadcasting System which has operated KGMB in Honolulu since 1930 and KHBC in Hilo.

Among station officials are J. Howard Worrall, president; C. Richard Evans, vice president-general manager; Wayne Kearl, sales and sales promotion manager; Melvin B. Wright, merchandising director; Robert Costa, program director, and Ernest Lindemann, chief engineer.

The station operates on an STA with a 500 w RCA transmitter. Next year, it plans to place into operation a more powerful transmitter atop 3,200-foot Mt. Konahuanui. Official debut date was Dec. 1.

POLLER REPLIES

Hits WIBG Protest

LOU POLLER, competing with WIBG for uhf Ch. 23 at Philadelphia, filed a reply with the FCC Dec. 2 asking denial of the latter applicant's Nov. 19 petition [B•T, Nov. 24] requesting the FCC to refuse to accept the Poller application.

Mr. Poller, through Philip M. Baker, his Washington attorney, argues that a hearing will provide "ample opportunity" for examining Mr. Poller's financial qualifications, which WIBG questioned in its petition. To WIBG's questions concerning an oral agreement by which Jules Yellin was to loan Mr. Poller $400,000 at 5% interest plus a 20% share in the station, Mr. Poller replied that Mr. Yellin is only one source for financing the proposed Poller station, and that "it is not at all uncommon for one man with money to join forces with another having proven ability."

Mr. Poller defended his agreement with WIP Philadelphia, whereby WIP would share its antenna site for its Ch. 29 station granted Nov. 24 [B•T, Dec. 1], with the Poller outlet on Ch. 23. He dismissed WIBG's statement describing its attempt to obtain a grant since 1945, saying, "The fact" that WIBG "failed to vigorously prosecute the application it filed in 1945 puts it in no better position than any other applicant for TV facilities."

MESSRS. Lindemann, Worrall and Evans (l to r) discuss final details just prior to KGMB-TV's debut. In background is KGMB-AM tower atop of which is located a television turnstile.

TUBE CLINIC

GE Sponsors at Boston

MORE THAN a hundred design engineers representing 27 Boston-area electronic manufacturing firms attended a tube application clinic program meeting sponsored by General Electric Co.'s Tube Dept., at Boston's Hotel Shelton last Thursday.

Under discussion at the meeting were electronic tubes for uhf TV, radar, military aircraft and other applications.

The meetings, according to W. Hayes Clarke of Clifton, N. J., eastern regional manager for GE equipment tube sales, are to give engineers information on tube developments and on tubes in electronic equipment design.

Other GE representatives at the meeting, besides Mr. Clarke, were H. W. Barber of Clifton, eastern regional sales representative for the GE Tube Dept.; E. C. White of Schenectady, N. Y., industrial specialist for GE equipment tube sales; W. E. Cronburg, Schenectady, and F. W. Tietsworth, Clifton, commercial engineers for the eastern region, and E. O. Van Deven, Syracuse, N. Y., commercial engineer for germanium products.

RCA EXPERIMENT

Transistor Used in Vhf

WHAT is believed to be the first use of a transistor in vhf radio transmission was reported by the Tube Dept. of RCA. A transistor is a tiny amplifying device built around a speck of germanium crystal, which performs some of the functions of an electron tube.

Although the historic radio communication was conducted on an experimental basis with home-made equipment, it was performed as a regular amateur transmission and enabled the transistor station to contact three licensed "ham" radio operators in the New Jersey area, the RCA Tube Dept. reported. One of the stations contacted was more than 25 miles away.

NOTRE DAME TV

Profit Would Aid Programs

NOTRE DAME U. seeks a commercial rather than a noncommercial educational TV channel to pay for the extensive, high-quality programming school officials want, according to the Rev. Edmund P. Joyce, C. S. C. He is secretary-treasurer of the university's subsidiary company which is looking for a commercial uhf channel.

Fr. Joyce told BROADCASTING • TELECASTING the South Bend, Ind., Catholic institution would operate its TV station as a profit-making subsidiary and would expect to pay federal and state taxes, putting profits into plant and programming. The subsidiary, Michiana Telecasting Corp., has filed with FCC for Ch. 46 at South Bend [B•T, Dec. 1].

Estimated construction cost of the station is $400,000. Fr. Joyce, who also is executive vice president of Notre Dame U., said the station, if granted, probably would affiliate with a commercial network to add entertainment to a TV schedule of educational, cultural and public service activities.

There is no direct link between the proposed video station and the Notre Dame football team's success on television, Fr. Joyce said. Notre Dame is opposed to the National Collegiate Athletic Assn.'s present system of controlled system of telecasting football games, but does not plan to resign from the NCAA.

'FULL NELSON'

Fells KOB-TV Sportscaster

COMMOTION reigned at KOB-TV Albuquerque, N. M., on the evening of Dec. 4 and it took the station two hours to get its programming back on schedule — thanks to a sportscaster who had to be "convinced" and a wrestler who didn't know his own strength.

The occasion was KOB-TV sportscaster Charlie Teas' regular program, *In the Locker Room*. Mr. Teas invited wrestler Reggie Lasowski to appear as guest. The idea was to publicize a mat benefit.

The sportscaster and wrestler agreed to demonstrate the full Nelson to televiewers but Mr. Teas made it plain that, "When I say stop, you release the hold." The hold was applied and later Mr. Teas slumped to the floor, out cold. The wrestler explained that his knuckles swelled up and he couldn't let go, despite two minutes of prying by two other participants.

Ray Jacobs, KOB-TV control board operator, rushed into the studio in a bid to resolve the commotion—and forgot the time. As a result, the program ran 90 seconds over and there was no commercial. Mr. Teas appeared later on KOB-TV's *Jonny G Show* to convince viewers he wasn't badly hurt. KOB-TV insists it wasn't a stunt. Stiff-necked Mr. Teas isn't nodding assent nor shaking disapproval these days.

NCAA POLICY

Big 10 Prefers Region Plan

THE BIG 10 conference of the National Collegiate Athletic Assn. has voted to continue its support of the nationally controlled telecasting plan adopted by NCAA, but has gone on record as preferring a regional administration of the program.

Big 10, comprised of 10 large midwestern schools, met in Chicago for a two-day session to discuss television policy, along with other matters, after an earlier day-long meeting of the conference television committee.

Adoption of a regional system of control over football telecasts may be proposed on the floor of the NCAA convention next month by Big 10 delegates, depending upon acceptance of the group's sentiments by the NCAA Television Committee. It controls all subject matter introduced from the floor.

A regional plan such as is favored by the Big 10, which suggested this type of organization to NCAA a year ago, would eliminate networking automatically. Implication of this position is that telecasts of a football game from a Big 10 stadium would not be aired outside the line of the Big 10 district, one of eight in NCAA.

Local Option Wanted

The TV committee of the Big 10 seeks local jurisdiction on the basis that a national group cannot know the individual problems of each school and each district. A Big 10 spokesman said the conference has made no specific plans which could be effected under a regional control system, and that if such a plan were to be adopted by NCAA it would be up to the Big 10 at that point to blueprint a workable program. This program could range from a complete blackout of live TV to a fee system and a predetermined number of outlets which could carry game schedules.

In general, the Big 10 favors NCAA's 1952 plan of controlled video with the exception of the sellout feature, which provided that a game could be telecast locally if the boxoffice were sold out; some 15 games this past season were put on the air as a result of sellouts.

Big 10 Television Committee, which met for a full day, included the conference commissioner, K. L. (Tug) Wilson; Fritz Crisler, U. of Michigan; Dick Larkins, Ohio State; Doug Mills, U. of Illinois; Ted Payseur, Northwestern U., and Chuck Flynn, U. of Illinois, representing athletic publicity directors.

The Big 10 was the first college conference group to take action on the television problem, and in 1949 ordered a complete blackout on live television. An advocate of film, however, the Big 10 has encouraged numerous film features and has recently appointed Sportsvision Inc. of Los Angeles and Chicago as its official TV film producer and selling organization.

L. A. UHF GRANT

Among Seven New CPs Issued

LOS ANGELES, the nation's fourth largest city and already with seven operating vhf stations—more than any other city in the world—was granted its first commercial uhf outlet by FCC last week. Permittee is John Poole, uhf experimenter and owner of KBIG Avalon, Catalina Island, Calif.

Mr. Poole's purchase of KSJV Sanger, Calif., pends FCC approval.

In all, seven new station construction permits were announced last Wednesday.

In making the Los Angeles grant, FCC skipped down its Group B-2 processing line from No. 160 (Philadelphia, where WIP got uhf Ch. 29 fortnight ago) to No. 170—the end of the Group B-2 line.

The Commission thus passed over applications from Detroit, Baltimore, Cleveland, Cincinnati, Columbus, Atlanta, Chicago, Washington and New York, where comparative hearings will have to be held since there are competitive applications for all available channels.

Two grants were made last week to Tacoma, Wash., which is in Group B-3, No. 173. Tacoma is about 20 miles from Seattle, where KING-TV is located.

TV grants last Wednesday boosted total construction permits issued since July 11 to 144. Of these, 10 are noncommercial educational grants.

Here are last Wednesday's new grantees:

Zanesville, Ohio (City priority Group A-2, No. 107) — Southeastern Ohio Television System (WHIZ), granted uhf Ch. 50, effective radiated power 91 kw visual and 52 kw aural, antenna height above average terrain 530 ft.

Monroe, La. (City priority Group A-2, No. 112)—Delta Television Inc., granted uhf Ch. 43, effective radiated power 77 kw visual, 44 kw aural, antenna height above average terrain 320 ft.

Danville, Ill. (City priority Group A-2, No. 115)—Northwestern Publishing Co. (WDAN), granted uhf Ch. 24, effective radiated power 19 kw visual, 9.5 kw aural, antenna height above average terrain 420 ft.

Birmingham, Ala. (City priority Group B-2, No. 157)—Johnston Broadcasting Co. (WJLN), granted uhf Ch. 48, effective radiated power 230 kw visual, 120 kw aural, antenna height above average terrain 650 ft.

Los Angeles, Calif. (City priority Group B-2, No. 170) — John Poole Broadcasting Co. (KBIG Avalon), granted uhf Ch. 22, effective radiated power 540 kw visual, 320 kw aural, antenna height above average terrain 2,930 ft.

Tacoma, Wash. (City priority Group B-3, No. 173)—Tribune Publishing Co. (KTNT), granted vhf Ch. 11, effective radiated power 29.5 kw visual, 15 kw aural, antenna height above average terrain 450 ft.

Tacoma, Wash. (City priority Group B-3, No. 173) — KMO Inc. (KMO), granted vhf Ch. 13, effective radiated power 115 kw visual, 58 kw aural, antenna height above average terrain 560 ft.

In other actions last week, the Commission:

● Granted construction permits to the three Crosley stations to change channels and increase power, pursuant to show cause orders in the TV proceedings (see story, page 69).

● Denied a request by WOR-TV New York that its pending application for power increase be removed from the Group D processing line and be acted upon promptly. However, the FCC granted in part its request for special temporary authorization to operate with effective radiated power of 88 kw visual, 44 kw aural, between midnight and 6 a.m., for six months. WOR-TV sought same effective radiated power fulltime.

● Proposed to assign vhf Ch. 13—deleted from Macon, Ga., because it did not meet the 190-mile minimum assignment spacing — to Warner-Robins, Ga., slightly more than 15 miles from Macon.

● Adopted an order finalizing proposed rule making so as to add uhf Ch. 52 to Princeton, Ind. Assignment is effective 30 days after publication in *Federal Register*.

Comr. Eugene H. Merrill dissented in the grant to Delta Television, Monroe, La., because he felt the Commission should delay action on the application one week in order to examine additional information.

Earlier in the week, Mr. Poole, the Los Angeles uhf Ch. 22 grantee, dismissed his applications for uhf outlets in Bakersfield, Salinas and Stockton, Calif. He still has applications pending for Sacramento and Fresno, Calif.

Mr. Poole has been conducting uhf propagation tests with KM2XAZ, experimental TV station atop Mt. Wilson in Los Angeles. In New York last Thursday he said that uhf experimentation will now be transferred from the purely technical aspect to the economic and promotional.

Mr. Poole said that immediate efforts will be made to induce the public to convert its vhf sets with uhf tuner strips. Perhaps when 100,000 sets are capable of tuning uhf in the Los Angeles area, the station will begin full-time operation, he added.

"Our immediate desire," Mr. Poole declared, "is not to sell time, but to convert the technical experimentation in uhf which we have conducted for five years, to this bigger experiment in ascertaining whether a commercial uhf station can compete with vhf in a saturation market."

No target date has been set for the new commercial uhf permittee, which is to have call letters of KPIK, according to Mr. Poole. A General Electric 50 kw transmitter has been ordered, he said, but delivery may first be made on a 12 kw unit using the Klystron tube. In this event, interim operation will be undertaken, he said.

Although the grant to Mr. Poole was the first commercial uhf authorization in Los Angeles, it is the second uhf construction permit to be given the West Coast city. The first grant was awarded to the Allan Hancock Foundation, U. of Southern California, for uhf Ch. *28.

Vernon A. Nolte, WHIZ Zanesville, Ohio, general manager, said Southeastern Ohio Television System expects to be operating on its uhf Ch. 50 by April 1. The station will use RCA equipment; representative and network have not been selected yet, Mr. Nolte said.

Howard E. Griffith, president of

(Continued on page 84)

FILM FIRMS UNITE

Three Under UTP

THREE organizations joined together last week to form an all-purpose firm which will distribute and produce television films on a national, regional and local level, with Willson M. Tuttle as president [CLOSED CIRCUIT, Dec. 1].

United Television Programs Inc. announced its plan for such an association with Gross-Krasne Productions Inc. and Studio Films Inc. The affiliation, described as the "biggest news in TV in '53," will bring distribution, production, and financial interests of the three companies all under the United Television Programs banner. The recent purchase by Gross-Krasne of California studios makes this combination the only television company that has its own lot, the announcement said.

L. to r: Messrs. Blink, Tuttle and Frey in conference last week.

New film properties for national and syndicate sponsorship will be announced soon. They will augment UTP's present distribution catalogue, which, spokesmen said, represents a total investment of more than $10 million in TV film products. In addition to Gross-Krasne's *Big Town* series and studio telescriptions the present UTP offerings include Bing Crosby's *Royal Playhouse*, Parsonnet's *Hollywood Off Beat*, Kling Studios' *Old American Barn Dance*, and many others.

The new board of directors of the combined companies is to include Gerald King, Willson M. Tuttle, Milton Blink, Ben Frye, Sam A. Costello, Philip N. Krasne and Jack J. Gross.

Mr. King

Mr. Tuttle, president of UTP, resigned as vice president in charge of radio and television and as member of the board of directors of Ruthrauff & Ryan, New York, in order to take the new post.

Mr. King, president and co-founder of UTP in 1950, is being named chairman of the new organization's board of directors. He was associated with Warner Brothers until 1933 when he organized Standard Transcription Services with Mr. Blink.

Mr. Blink, executive vice president and co-founder of UTP, will continue in the same capacity and as the company's treasurer. He has been in radio since 1926.

Mr. Frye, general manager for Studio Films, will be vice president in charge of sales for the new organization.

Mr. Costello, president and founder of Studio Films in 1950, recently purchased the Snader Telescription Library of more than 800 short subjects, which, combined with the company's original library, was described as dominating the TV musical film field.

Mr. Gross, former producer and executive producer for Universal Pictures and RKO, has a number of motion picture credits, among which are "The Enchanted Cottage," "I Married a Communist," "The Big Steal," and others.

Mr. Krasne has been engaged in independent film production from 1936 to 1950, and produced the "Charlie Chan" and "Cisco Kid" series along with other feature films. In 1950 he launched one of the first TV films series based upon "Cisco Kid" and in 1952 formed Gross-Krasne Inc. with Mr. Gross.

Film production for UTP will be supervised by Messrs. Gross and Krasne.

television grants and applications

Digest of Those Filed with FCC Dec. 5 Through Dec. 11

Grants Since April 14:

	VHF	UHF	Total
Commercial	39	95	134
Educational	2	8	10
Total	41	103	144
Commercial television stations on the air	117[1]	1	118[1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	632	323	536	418	955[2]
Educational	19	...	5	14	19
Total	651	323	541	432	974[3]

[2] One applicant did not specify channel.

[3] Includes 144 already granted.

* * *

Processing on city priority status Gr. A-2 line has extended to city number 115.
Processing on city priority status Gr. B-3 line has extended to city number 173.

NEW STATION GRANTS

Listed by States

BIRMINGHAM, Ala.—Johnston Bcstg. Co. (WJLD). Granted uhf Ch. 48 (674-680 mc); ERP 230 kw visual, 120 kw aural; antenna height above average terrain 646 ft., above ground 331 ft. Engineering conditions. Estimated construction cost $234,578; first year operating cost $200,000; revenue $200,000. Post office address Box 147, Bessemer, Ala. Studio and transmitter location 1817 11th Pl. South, Birmingham, Ala. Geographic coordinates 33° 29′ 02″ N. Lat., 86° 48′ 35″ W. Long. Transmitter and antenna GE. Legal counsel Pehle, Lesser, Mann, Riemer & Luxford, Washington. Consulting engineer Craven, Lohnes and Culver, Washington. Principals include **George Johnston** (40%) and **George Johnston Jr.** (60%). [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. B-2, No. 157.

LOS ANGELES, Calif. — John Poole Bcstg. Co. (KBIG). Granted uhf Ch. 22 (518-524 mc); ERP 540 kw visual, 320 kw aural; antenna height above average terrain 2,930 ft., above ground 146 ft. Engineering condition. Estimated construction cost $392,000, first year operating cost $150,000, revenue $100,000. Post office address Top Floor, Security Bldg., Long Beach 2, Calif. Studio location 6540 Sunset Blvd. Transmitter location on Mount Wilson. Geographic coordinates 34° 13′ 35″ N. Lat., 118° 03′ 59″ W. Long. Transmitter and antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George P. Adair, Washington. Sole owner is **John H. Poole**, who also has investments, oil and mining interests, licensee of KBIG Avalon and applicant for new TV stations in Sacramento and Fresno, Calif. [For application, see TV APPLICATIONS, B•T, July 7, Sept. 22.] City priority status: Gr. B-2, No. 170.

DANVILLE, Ill.—Northwestern Publishing Co. (WDAN). Granted uhf Ch. 24 (530-536 mc); ERP 19 kw visual, 9.5 kw aural; antenna height above average terrain 420 ft., above ground 445 ft. Engineering conditions. Estimated construction cost $251,600, first year operating cost $300,000, revenue $350,000. Studio and transmitter location 1500 Washington St. Geographic coordinates 40° 08′ 58″ N. Lat., 87° 37′ 35″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Bernard C. O'Brien, Rochester, N. Y. Applicant is licensee of WDAN Danville, WHEC Rochester, N. Y., WTHT Hartford, Conn., and WENY Elmira, N. Y. All stock in applicant is held by Gannett Co. Inc., Rochester, N. Y., publisher of *Rochester Times-Union* and *Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch* and *Press, Newburgh News, Beacon News, Ithaca Journal, Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette* and *Advertiser, Binghamton Press*, all in New York; *Hartford* (Conn.) *Times, Plainfield* (N. J.) *Courier-News* and *Danville* (Ill.) *Commercial News*. Principals include: President **Frank E. Gannett**, who owns 33% of Gannett Co. Inc. stock; Vice President **Frank E. Tripp**; Treasurer **Herbert W. Crickshank**; Secretary **Lynn N. Bitner**; Director **Paul Miller**; Assistant Secretary **Clayton Gallagher**, and Assistant Secretary **Thomas V. Taft. Frank E. Gannett Newspaper Foundation Inc.** owns 66% of Gannett Co. Inc. stock. Address 17-19 West North St., Danville. [For application, see TV APPLICATIONS, B•T, June 9.] City priority status: Gr. A-2, No. 115.

MONROE, La.—Delta Television Inc. Granted uhf Ch. 43 (644-650 mc); ERP 77 kw visual, 44 kw aural; antenna height above average terrain 319 ft., above ground 332 ft. Engineering conditions. (Comr. Eugene H. Merrill dissented.) Estimated construction cost $195,236, first year operating cost $135,000, revenue $135,000. Post office address 3708 De Siard St., Monroe, La. Studio and transmitter location NE of railroad crossing on Forsythe Ave. Geographic coordinates 32° 31′ 59″ N. Lat., 92° 06′ 40″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Howard E. Griffith** (49%), owner of Griffith Electric Co. (industrial radio communications), Monroe, La.; Vice President **J. O. Willet** (49%), owner of pipeline stringing and motor carrier company, Monroe, and Secretary-Treasurer **Maurice Glazer** (2%), certified public accountant, Monroe. [For application, see TV APPLICATIONS, B•T, July 21.] City priority status: Gr. A-2, No. 112.

ZANESVILLE, Ohio — Southeastern Ohio TV System (WHIZ). Granted uhf Ch. 50 (685-692 mc); ERP 91 kw visual, 52 kw aural; antenna height above average terrain 533 ft., above ground 492 ft. Engineering conditions. Estimated construction cost $259,994.65, first year operating cost $200,000, revenue not estimated. Post office address 48-52 N. Fifth St., Zanesville, Ohio. Studio and transmitter location Downerd Ave. and Downerd Rd., Zanesville. Geographic coordinates 39° 55′ 42″ N. Lat., 81° 59′ 06″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Manager and General Partner **Clay Littick** (25%), secretary-treasurer and 48.9% owner of Zanesville Pub. Co. which owns 60% of Southeastern Ohio Bcstg. Co., licensee of WHIZ Zanesville; General Partners: **Orville B. Littick** (25%), and 49.3% owner of Zanesville Pub. Co.; **Arthur S. Littick** (25%), and 1.8% interest in Zanesville Pub. Co.; **Ernest B. Graham** (15%), and owns 20% interest in WHIZ licensee firm; **Clarence A. Graham** (10%), and owns 20% of WHIZ licensee firm. [For application, see TV APPLICATIONS, B•T, June 30, Oct. 20.] City priority status: Gr. A-2, No. 107.

TACOMA, Wash. — Tribune Publishing Co. (KTNT). Granted vhf Ch. 11 (198-204 mc); ERP 29.5 kw visual, 15 kw aural; antenna height above average terrain 450 ft., above ground 287 ft. Engineering conditions. Estimated construction cost $188,000, first year operating cost $75,000, revenue $100,000. Studio and transmitter location 1701 S. 11th St. Geographic coordinates 47° 15′ 06″ N. Lat., 122° 27′ 34″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Alvin H. Barnard, Portland, Ore. Principals of Tribune Publishing Co., owner of *Tacoma News Tribune*, include President **Frank S. Baker** (62.6%); Vice President **Elbert H. Baker II**; Treasurer **George F. Russell**; Secretary **Charles B. Welch**; **Alton F. Baker** (12.46%), president and 63½% owner of *Eugene* (Ore.) *Register-Guard* and KERG Eugene; **Elbert H. Baker Jr.** (12.46%), president of Locke Machine Co., Cleveland, Ohio, and **Louise B. Hastings** (12.46%), widow. Address: 711 St. Helens Ave., Tacoma 1, Wash. [For application, see TV APPLICATIONS, B•T, June 16.] City priority status: Gr. B-3, No. 173.

TACOMA, Wash.—KMO Inc. (KMO). Granted vhf Ch. 13 (210-216 mc); ERP 115 kw visual, 58 kw aural; antenna height above average terrain 560 ft., above ground 400 ft. Engineering condition. Estimated construction cost $341,945, first year operating cost $240,000, revenue $250,000. Studio location to be determined. Transmitter Dash Point. Geographic coordinates 47° 18′ 20″ N. Lat., 122° 24′ 56″ W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include **Carl E. Haymond** (93.3%), principal owner of KMO and KIT-AM-TV Yakima, owner of Foster Freeze Stores, Nos. 5 and 118, Long Beach, Calif., and owner of Hot Dog Show, Long Beach, Calif., and Vice President **Carl D. Haymond** (6.7%). Address 914½ Broadway, P. O. Box 1651, Tacoma, Wash. [For application, see TV APPLICATIONS, B•T, June 16.] City priority status: Gr. B-3, No. 173.

SPECIAL TEMPORARY AUTHORIZATION GRANTED

WALA-TV MOBILE, Ala. — Pape Bcstg. Co., vhf Ch. 10. Granted special temporary authority to operate with transmitter power output of 2 kw visual, 1 kw aural, antenna height above ground 115 ft. Effective from Dec. 20 to Feb. 20.

WSBA-TV YORK, Pa.—Susquehanna Bcstg. Co., uhf Ch. 43. Granted special temporary authorization to operate with transmitter output power of 1 kw visual, 0.55 kw aural, and waiver of Sec. 3.687 of Rules (transmitter and associated equipment technical standards). Effective from Dec. 15 to May 22.

EXISTING STATIONS

Changes Granted

WOR-TV NEW YORK CITY—General Teleradio Inc. Granted in part request for special temporary authorization to operate with ERP 88 kw visual (increase from 22 kw visual) from midnight to 6 a.m. for period of six months. FCC denied request that WOR-TV pending application for fulltime increased power be removed from Gr. D processing line and acted upon promptly.

WABD (TV) NEW YORK CITY—Allen B. DuMont Labs. Inc. Granted special temporary authorization to test color television transmission with call letters KE2XND using WABD facilities for period of six months.

NEW APPLICATIONS

PINE BLUFF, Ark.—Central-South Sales Co., vhf Ch. 7 (174-180 mc); ERP 24.5 kw visual, 12.25 kw aural; antenna height above average terrain 510 ft., above ground 537 ft. Estimated construction cost $248,445, first year operating cost $168,000, revenue $216,000. Post office address 1850 South Boulder, Tulsa, Okla. (temporary); general offices 201 North Second St., Fort Smith, Ark. Studio and transmitter location 4600 W. Sixth Ave., Pine Bluff. Geographics coordinates 34° 13′ 21″ N. Lat., 92° 93′ 06″ W. Long. Transmitter and antenna GE. Legal Counsel Spearman & Roberson, Washington. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals include President **John T. Griffin** (41.67%), Vice President **James C. Leake** (41.67%), Administrative Vice President **John Esau** (10%) and Secretary-Treasurer **Bryan Mathes** (6.66%). Applicant is licensee of KTUL-AM-FM Tulsa, KFPW-AM-FM Fort Smith, Ark., and KOMA Oklahoma City, Okla, and applicant for new TV stations in Muskogee, Okla. (vhf Ch. 8), Springfield, Mo. (vhf Ch. 3), and Oklahoma City (vhf Ch. 9). City priority status: Gr. A-2, No. 119.

STOCKTON, Calif.—San Joaquin Telecasters (KSTN), uhf Ch. 36 (602-608 mc); ERP 145 kw visual, 77 kw aural; antenna height above average terrain 306 ft., above ground 326 ft. Estimated construction cost $228,050, first year operating cost $200,000, revenue $250,000. Post office address KSTN, Clark Hotel, Stockton, Calif. Studio and transmitter location at Sutter and Market Streets, immediately south of Clark Hotel. Geographic coordinates 37° 57′ 08″ N. Lat., 121° 17′ 02″ W. Long. Transmitter and antenna GE. Legal counsel John P. Hearne, San Francisco. Consulting engineer Robert L. Hammett, San Francisco. Principals include Chairman of the Board **Leo E. Owens,** president of Browen Industries Inc., president, publisher and 30% owner of *Richmond* (Calif.) *Independent*, 6⅓% owner of Northwest Publications, which owns 50% of WCCO-AM-TV Minneapolis; President **Warren Brown Jr.,** vice president of Browen Industries Inc. and vice president and associate publisher of *Richmond Independent;* Vice President, Treasurer and General Manager **Knox La Rue** (20%), president and 49.17% owner of KSTN Stockton, 33.33% owner of KONG Visalia, Calif., 37.5% owner of KMOR Oroville, Calif., and former vice president and manager of the San Francisco office of George P. Hollingbery Co. (radio station representative), and **L. E. Chenault** (5%), general manager and 15% owner of KYNO Fresno, secretary-treasurer and 12.5% owner of KSTN and 50% owner of Don's Drive-In (Fresno drive-in restaurant). **Browen Industries Inc.** owns 75% of applicant; this firm is 97% owner of *Fontana (Calif.) Herald News*, the sole owner of *La Mesa* (Calif.) *Scout*, the sole owner of Contra Costa Photo & Photo Engraving Service and sole owner of real estate and building at 164 10th St., Richmond, Calif. Principals in Browen Industries Inc. include Warren Brown Jr. (20%), Leo E. Owens (16%), Lee Owens Jr. (16%), Ellen Owens Vincent (16%), Owen M. Owens (16%) and Peter Owens (in trust) (16%). City priority status: Gr. A-2, No. 53.

JACKSONVILLE, Fla.—The Jacksonville Journal Co. (WJHP), uhf Ch. 36 (602-608 mc); ERP 121.4 kw visual, 60.7

(Continued on page 82)

HALF-BLOCK long building just purchased by Colorado Television Corp. to house new studios of KBTV (TV) Denver is fireproof, has 30,000 sq. ft. of floor space, a huge basement and first floor. Remodeling is expected to be completed within 90 days. Purchase price was not disclosed.

DAYTIME LIGHTING

WFAA-TV May Have Air Hazard Solution

WFAA-TV Dallas may have found a solution to the "biggest unsolved problem" respecting tall television towers—daytime lighting to warn aircraft—if its current test of a 10-million candlepower light proves successful.

The light is one of several which would be installed on the station's proposed new million-dollar, 1,747 ft. tower which may also support antennas for KRLD-TV Dallas and WBAP-TV Fort Worth.

Key To Authorization

Should the lighting experiment prove practical, some industry observers feel the aviation industry and the Civil Aeronautics Administration will be amenable to the authorization of much higher TV and radio towers in areas where such height would be completely out of the question at the present.

Others point out that further modification of Part 17 of FCC rules on towers may be in order to require daytime lighting of all towers above 750 ft. Part 17 already is in the process of modification following months of meetings among FCC, CAA, aviation and broadcast representatives to solve the tall tower problem [B•T, Nov. 17]. Deadline for comments is today (Monday).

Sec. 17.34 of the new proposed rules, pertaining to lighting of antenna structures over 1,500 ft. in height, gives no details other than the indication that such towers "shall be lighted in accordance with specifications to be determined by the Commission after aeronautical study which will include lighting recommendations."

All of the proposed rule changes were published in the Nov. 29 *Federal Register*.

The fear of air hazard came to a climax following issuance of FCC's Sixth Report and Order last April which finalized the TV reallocation and provided for the construction of 2,000 ft. towers in many instances. WFAA-TV, however, is the first station to have requested FCC's consent to construct a tower aproaching that height. Several others reportedly have similar towers under consideration but are awaiting outcome of WFAA-TV's application.

Besides consent to build the tower, nearly 300 ft. higher than the Empire State Bldg., WFAA-TV also seeks boost in effective radiated power from 27.1 kw visual to full 316 kw. Station operates on vhf Ch. 8.

A. Earl Cullum Jr., Dallas radio-TV consulting engineer who pressed the case for high TV towers before FCC during the reallocation proceeding and who warned of impending applications for such towers when participating in the government-industry tall tower meetings, was retained by WFAA-TV for its proposed new structure.

Mr. Cullum reported that the 10-million candlepower daytime warning light is an experimental model developed by Westinghouse Electric Corp. at Cleveland and originally was contemplated for use on the Empire State Bldg. as well as for daytime ground marking of aircraft landing strips to overcome fog and other visibility hazards.

Mr. Cullum related the light was placed atop WFAA-AM's 650-ft. 570 kc tower on Nov. 10 but one of the light's transformers burned out the following day and it had to be removed. The transformer was replaced a fortnight ago, he said, but rainy weather, the first for many months, delayed replacement of the unit until Dec. 4. It began to function at that time.

Just an hour before completion of the re-installation, however, WFAA-TV received word from CAA in Washington that a proposed top-level inspection group would not arrive Dec. 8 to watch the lighting demonstration as planned. The junket, to include CAA and FCC officials as well as representatives from both the broadcast and aviation industry, probably will be delayed until after the New Year, it is understood.

Meanwhile, Mr. Cullum said, the light is being operated from 8:30 a.m. until 5:30 p.m. for various tests and 1,000 questionnaires have been sent out to Army, Navy, commercial and civilian pilots in the area for their observations and reports.

Lights in All Directions

The light, a neon type which is reddish but is so bright it appears almost white, weighs about 700 lbs. and uses 750 w to operate. It projects over a 90° radius, hence four such lights would be used on the proposed WFAA-TV tower to cover all approaches.

The light can be regulated to flash from a few times a minute up to about 300 times and presently is flashing 40 times each minute.

The light costs about $1,500, he indicated.

Mr. Cullum pointed out that the aviation industry's greatest concern about tall antenna structures is a pilot's ability to see them on a clear day, particularly when flying into the sun in late afternoon. The problem arises over such a tower's spindle-like construction and its surrounding background.

"What aviation desires is a warning light brighter than the sun," he explained.

Other warning aides which have been suggested for high towers include a smoke generating signal device, he said.

WFAA-TV's application before FCC reveals the proposed tower will be 1,714 ft. above average terrain and 1,747 ft. above ground. It will be located southwest of Dallas and southeast of Fort Worth on Arlington Route 3, 1.8 miles northeast of Webb, Tarrant County.

The tower itself, an Ideco guyed structure, would be 1,673 ft. in height, topped by a 74-ft. RCA 12 bay antenna. An elevator would

(Continued on page 103)

HELPING launch a beacon in first tests for WFAA-TV Dallas' proposed power increase are (l to r) Ralph Nimmons, station manager; W. C. Ellis, chief engineer, and Paul Barnes, plant superintendent, radio transmitting services of WFAA and WBAP Fort Worth. Beacon, capable of producing 10 million candle power, was designed by Westinghouse for air traffic.

* * *

CTS OUTLOOK

$1 Million Sales Mark Seen

PROSPECTS for a $1 million sales mark in its first year of operation were termed "bright" by officials of Consolidated Television Sales, New York and Los Angeles, last Monday. First quarter year sales in excess of $250,000 were listed.

The sales and distribution firm for filmed television productions based this healthy outlook on company charts showing that each month's sales topped those of the preceding month. At the time of its formation last August, Consolidated acquired distribution rights to most of the Jerry Fairbanks productions and subsequently signed contracts with other producers.

According to Peter M. Robeck, general manager, who is currently in New York for sales conferences with Eastern sales manager Halsey Barrett, Consolidated salesmen have completed 29 individual sales in the past two weeks. These are *Front Page Detective*, seven markets; *Hollywood Half Hour*, five markets; *Ringside with the Rasslers*, seven markets; *Public Prosecutor*, four markets; *Crusader Rabbit*, five markets, and *Jackson and Jill*, one market.

COMPLETE "South Jersey" edition of *TV Digest* published in Philadelphia, will be introduced Dec. 20, publishers Arthur and Irvin Borowsky have announced. Magazine now has weekly circulation of 17,000. Initial "South Jersey" issue will have printing of 21,000.

NBC-TV ADDITIONS

Three New Outlets Join

AFFILIATION of three new television stations with NBC was announced Thursday by Harry Bannister, vice president in charge of station relations. They are KHQ-TV Spokane, WEEK-TV Peoria, Ill., and WAFB-TV Baton Rouge.

KHQ-TV is owned by KHQ Inc., which also operates the NBC radio station in Spokane. The TV station is scheduled to go on the air today (Monday), operating on Ch. 6.

WEEK-TV is expected to begin operations on uhf Ch. 43 on or about Jan. 1. Owned by West Central Broadcasting Co., the station will be under the supervision of Fred C. Mueller.

WAFB-TV, owned by Modern Broadcasting Co. of Baton Rouge Inc., will operate on uhf Ch. 28, starting on or about Jan. 1.

ABC-TV AFFILIATES

KHQ-TV, WAFB-TV to Join

TWO new television stations will become affiliates of ABC-TV within the next two months, bringing its total to 73 stations, Alfred R. Beckman, ABC national director of radio and television station relations, announced last week.

Effective today (Monday), KHQ-TV Spokane affiliates with the network. Operating on vhf Ch. 6, station is owned by KHQ Inc. R. O. Dunning is general manager. WAFB-TV Baton Rouge, on uhf Ch. 28, joins ABC-TV next Feb. 1. Under General Manager Tom E. Gibbens, station is owned by Modern Broadcasting Co. of Baton Rouge Inc.

HEARINGS

FCC Approves KOIN Amendment

IN WHAT is considered by many to be a precedent ruling, a majority of the FCC last Tuesday overruled a hearing examiner and approved amendment of the vhf Ch. 6 application of KOIN Portland, Ore., in hearing with the competitive bid of KGW there.

In the 4-to-2 ruling, Chairman Paul A. Walker and Comr. Frieda B. Hennock dissented and voted to uphold Examiner Elizabeth C. Smith who had refused to accept the amendment on the ground the changes were substantial and sufficient good cause was not shown [B•T, Nov. 24]. Comr. Robert T. Bartley did not participate in the action.

The subject of extensive controversy between KOIN and KGW before the examiner and the Commission, the amendment of the KOIN bid shows withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, together 43.5% stockholders, and the assumption of this stock and certain obligations by other principal KOIN stockholders and 24 station employes.

The FCC ruled on the eve of the Ch. 6 hearing, which was to get underway Wednesday before Examiner Smith but later was postponed to Dec. 17, in order to clarify the status of the parties to the proceeding. The reasons supporting the ruling were not disclosed, but the Commission indicated a memorandum opinion and order would be issued this week.

Late last week several FCC sources reported the opinions supporting the majority's position were still being written and were not in final form. It was noted this unusual procedure had been taken to accommodate the two Ch. 6 contestants.

KOIN earlier had stated that if the amendment were not approved, it may have to withdraw from the hearing. KOIN contended that if this occurred the public would not benefit from a comparative proceeding in which the better applicant would be chosen. KGW, which would be in position for grant without hearing, opposed this view.

KGW's Washington counsel last Thursday said the station expected to petition for reconsideration of the FCC ruling and indicated the fight may be taken to court if necessary. However, any action depends first upon receiving the Commission's memorandum opinion in the case.

KOIN previously had stated it would go to court if the amendment were not approved.

FCC's Broadcast Bureau also is awaiting the memorandum opinion so that it may be informed as to the Commission's present policy with respect to amendment of applications designated for or in hearing, according to one source.

Examiner Smith is presiding over hearings for all of the available Portland assignments, uhf Ch. 21 and vhf Chs. 12, 8 and 6. Records of all four proceedings were officially opened Oct. 1 and then continued to future dates for full presentation. The Ch. 21 and Ch. 12 hearings are over except for presentation of several minor exhibits and the Ch. 8 hearing is to get underway in February.

* * *

EXECUTIVES of KFDM Beaumont-Port Arthur, Tex., study a point in their exhibit during the Beaumont-Port Arthur Ch. 6 hearing [B•T, Dec. 8]. L to r are: D. A. Cannan, president; Dave Russell, program director, and C. B. Locke, vice president and general manager.

* * *

The Harrisburg, Pa., uhf Ch. 27 hearing is scheduled Jan. 5 before Examiner William G. Butts.

Examiner Basil P. Cooper hopes to complete the Tampa-St. Petersburg, Fla., vhf Ch. 8 hearing by this Friday. The hearing on Ch. 13 applicants from those cities is to begin Jan. 7.

Examiner James D. Cunningham several weeks ago closed the record in the Denver vhf Ch. 7 hearing and proposed findings have been filed by the contestants [B•T, Dec. 1], but last week request was filed to reopen the case (see story this page). Examiner Cunningham is to start the vhf Ch. 4 hearing Tuesday. He also is to hear a non-TV case beginning Jan. 21 involving KOB Albuquerque.

Examiner Thomas H. Donahue has been holding many pre-hearing conferences with his Sacramento, Calif., applicants for vhf Chs. 3 and 10 and uhf Chs. 40 and 46 in an effort to shorten the respective proceedings through stipulation of engineering and other evidence. He is to commence the Ch. 10 case today (Monday) while the Ch. 3 hearing is to start Jan. 5 or soon thereafter. No dates are presently set for the uhf proceedings.

Examiner Benito Gaguine has concluded the engineering portion of the Flint, Mich., vhf Ch. 12 hearing and non-technical testimony will commence Jan. 7. Examiner Gaguine presently is vacationing in Florida.

Examiner Annie N. Huntting last week was completing the Beaumont-Port Arthur, Tex., vhf Ch. 6 hearing and today (Monday) was scheduled to begin the vhf Ch. 4 proceeding although it appeared late last week the Ch. 4 case may be continued in view of oral argument set Tuesday on two petitions, one by Lufkin Amusement Co. to dismiss its Ch. 4 bid without prejudice and the other by Jefferson

(Continued on page 104)

DENVER CH. 7

Hearing Reopening Asked

REQUEST to reopen the Denver Ch. 7 TV hearing, formally closed two months ago [B•T, Oct. 20], was made by Denver Television Co. (Wolfberg theatre interests) last week.

Reason for the request, according to pleadings filed with Hearing Examiner James D. Cunningham by Denver Television, was to correct the transcript and submit a new exhibit concerning loan agreements among the stockholders.

Agreement by principal stockholder John M. Wolfberg, president of the company, was not signed, the pleadings pointed out. Therefore, a substitute copy, signed by Mr. Wolfberg, was offered in place of the document already in the record. The transcript also indicated that Mr. Wolfberg testified that the document bore his signature. Correction of the record to indicate that the copy Mr. Wolfberg testified about did not bear his signature was also requested.

Proposed findings and conclusions by Denver Television and KLZ were filed three weeks ago with the hearing examiner [B•T, Dec. 1].

Denver Television contended, as it has throughout the hearing, that the Commission should prefer newcomers over established licensees. Statement in this journal's report on the findings that this has been a long-time FCC policy was in error.

KLZ urged its position on the ground that it had greater local control and interest, as well as integration of ownership and management. It also pointed to the civic and broadcast experiences of its owners and management and of its staff, as well as the character of its ownership and the merit of its program proposals and policies.

FIRST witnesses for Tampa Bay Area Telecasting Corp., bidding for Tampa-St. Petersburg's Ch. 8 [B•T, Dec. 1], are the above stockholders. They are (l to r): Dr. Joseph J. Ruskin, Mrs. Ruskin, L. W. Baynard and Dr. Chester L. Goodnow.

CONFERRING during recess in Wichita Ch. 3 TV hearings in Washington [B•T, Dec. 1] are (seated, l to r): O. L. Taylor, president, Taylor Radio & Television Corp.; Byron W. Ogle, vice president and general manager, KRGV Weslaco, Tex. Standing: Fred Teed, secretary-treasurer, Taylor Radio & Television Corp.; Millman Rochester, TV director, Taylor Radio & Television Corp.; and Archie J. Taylor, manager of KANS Wichita.

KROD-TV

CHANNEL 4 - EL PASO, TEXAS

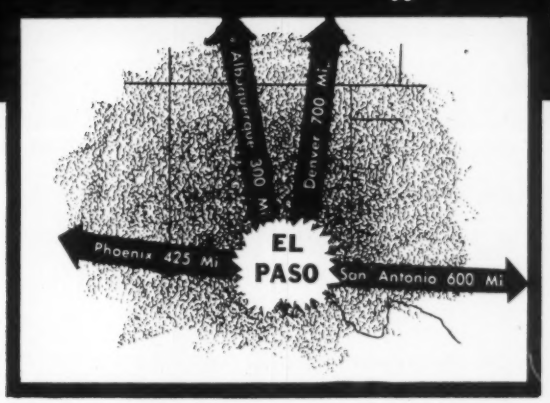
BASIC CBS-TV

announces the appointment of

THE O. L. TAYLOR COMPANY

as exclusive national representatives

effective immediately



Why *El Paso* is one of the *Major Markets* of the nation.

	1952
Retail Sales	**$249,448,000**
Food Sales	**58,470,000**
Drug Sales	**9,343,000**

WITH KROD-TV you will be serving a quarter- billion dollar market that gets no TV. reception from any remote city.

BASIC CBS-TV

KROD-TV

EL PASO, TEXAS

DORRANCE RODERICK
President

VAL LAWRENCE
General Manager

LABOR STRIFE

AFTRA, SAC Pacts Near

LABOR picture in the broadcasting field brightened considerably last week.

The American Federation of Television & Radio Artists appeared set to conclude an agreement with the networks on new radio and television contracts for performers and announcers, while the Screen Actors Guild signed interim agreements with some producers. Its strike in the TV filmed commercial field continued.

AFTRA was reported to have reached settlement with the networks in New York and Los Angeles, except for a few technicalities in contract phraseology. Bargaining sessions continued in San Francisco and Chicago, where network programs also originate. Actual signing of a pact will be held in abeyance until regional negotiations are concluded.

In the national SAG dispute, although some producers signed interim agreements last week with the union along the lines of demands originally laid down by SAG, both union and producer spokesmen in New York declared that these moves did not necessarily presage a "break" in the two-week-old strike.

The proposed AFTRA contract would run for two years. Under its terms, television artists would be granted a 12½% increase in minimum pay retroactive to Dec. 1 and radio performers, a 10% raise, dating back to Nov. 1. Radio and television announcers would be given a base pay of $135 a week, an increase of $20 per week.

Negotiators effected a compromise on the issue of bringing certain categories of newsmen into the union. They agreed that newscasters and news reporters will be included in the contracts but news analysts and news commentators be exempt.

They defined a newscaster as reading a news report on the air; a reporter, as gathering information at the source but expressing no opinion; an analyst, as choosing and editing his copy, and a commentator, as expressing his personal opinion.

News reporters previously were not included in the contracts. The question of category may call for arbitration in some cases.

The networks agreed to AFTRA's demand that discharge of staff announcers be subject to arbitration but rejected a request that dismissal of employes be made in direct line of seniority.

The proposed pact would cover NBC, ABC, CBS Radio, CBS-TV, MBS and DuMont network.

In Chicago, where AFTRA was negotiating with six radio and TV stations, "substantial" agreement was reported on new contract terms by four of the outlets.

Union officials were to meet last Friday with NBC, ABC, CBS and WBKB(TV) executives to settle terminology and contractual clauses. WGN and WLS, which withdrew earlier from talks, also were about to meet.

In essence, major points in disagreement were resolved, management agreed to a general increase in base pay for staff radio announcers from $135 to $150 weekly.

The hotly-contested unit system point, by which announcers were not paid extra for the first 12 commercials, was not abolished, as desired by the union. Units remain in local radio contracts, but will not be extended into TV. (Two of the AM stations, WENR and WMAQ, have TV affiliates, WENR-TV and WNBQ (TV).)

New terms provide that AM stations with TV affiliates can use a staff announcer for six video commercials (half of the 12 units) if the announcer is assigned, works off camera and is paid 50% of the local radio rate. Any amount above six requires full radio rate payment.

Prices for performers, working under the local television code, were increased a flat 10%. Performers in continuing roles must be given two weeks advance notice on employment for the sponsor to get the benefit of a multiple rate.

Local commercial radio rates for actors and announcers were hiked 10%. Local radio contracts expired Oct. 31 and were extended until Nov. 30 for further negotiations. Television contracts expired Nov. 30 and the WBKB (TV) staff announcing contract on Dec. 1. Therefore, new contracts will provide some retroactive pay.

In the SAG picture John K. Wheeler, council to the film producers Assn. of New York, which negotiated with the union over a two-month period seeking a basic formula for a TV filmed commercial pact, said some producers "were frankly on the spot." He explained some were half-way through shooting commercials when the strike started and others were committed to advertisers and agencies.

Mr. Wheeler insisted his group of producers is still determined to resist SAG's demands for payment on re-issue of film. He said his group was not concerned over the interim agreement reached because he has been notified that Hollywood producers believe a basic contract should be signed in New York where an estimated 70% of the commercials are produced.

Mrs. Florence Marston, eastern representative of SAG, similarly did not attach strong significance to the settlements. She would not specify which or how many producers signed but said "there have been several."

It was reported that at least two Hollywood producers and three other companies in New York and Chicago had signed interim agreements. One is Roland Reed Productions, a leading producer of TV filmed commercials in Hollywood, which is shooting commercials for General Mills, sponsor of *The Lone Ranger*.

Under the contract with Reed and other firms, actors are paid a minimum fee of $70 per commercial not to exceed three minutes running time. If the film is used a second time as a program commercial, the actor must be paid the full amount of his original salary. The agreement further stipulates that the film must be shown within six months after production is completed. It cannot be telecast beyond one year of its making. In the case of "Wild Spots," the minimum fee is $45 per commercial, which can be used for four straight weeks.

FREELANCE TALENT

Detroit Local Discusses

DETROIT local of AFTRA and WJBK-AM-TV Detroit are holding discussions on use of freelance talent on the stations, according to Jay Michael, president of the local. Originally the union had threatened to order all AFTRA members "to refrain from working at WJBK-AM and TV after Dec. 5," but this threat was withdrawn Dec. 8 after discussions started.

The station has taken the position that since its announcers are not AFTRA members it is actually not a party to contracts between AFTRA members employed by agencies or advertisers.

WHUM-TV STRIKE

Technicians Picket Station

GROUP of technical employes started picketing WHUM-TV Reading, Pa., last Monday morning, claiming the station's labor practices are unfair. Station officials have been negotiating with IBEW. The station is non-union.

Station officials said picketing affects only the TV operation at the transmitter outside the city. WHUM-TV is not on the air pending delivery of its transmitter. The transmitter house is described as nearly complete. Last week's picketing did not cause any loss of WHUM radio time, it was stated.

OFF-CAMERA at the United Cerebral Palsy telethon (story, page 94) are (l to r) Leonard H. Goldenson, UCP president and head of United Paramount Theatres; Robert M. Weitman, UPT vice president; Jane Pickens (only head showing), singing star; Dennis Day, video personality, who stayed on the job for 15 hours as m. c., and Charles Holden, assistant national director, ABC-TV Program Dept. Girls in background are volunteer Conover models.

AFTRA PACT

Signed in L. A.

CLOSELY averting a strike, a two-year contract has been worked out between seven Los Angeles network and independent TV stations and the American Federation of Television & Radio Artists (AFTRA).

The contract, effective to Oct. 31, 1954, also covers Los Angeles network AM outlets.

Though AFTRA originally had sought a 20% overall wage increase for its members, the new contract gives a 10% raise in local TV. It applies also to freelance announcers, singers and actors on network radio stations on a local and regional basis.

New rate for staff announcers at all TV and network AM stations also was worked out, at the rates of $120 per week for first year employment, then $135.

Regional TV pay scale was increased from the present rate of local-plus 35% to local-plus 50%. AFTRA withdrew demands for elimination of the daytime preferential rate. Discount rates for long weekly shows were eliminated.

For in-shift participation programs on radio, announcers' fee is increased from 10% to 33⅓%. They also will receive 50% of the commercial fee on five and 10-minute radio and TV participation shows, with 33⅓% on 15-minute or longer programs. TV announcers continue to be paid for every on-camera commercial spot.

Proudly acknowledging . . .

THE 1952 NARND AWARD

THE OUTSTANDING TELEVISION NEWS OPERATION IN THE UNITED STATES

In a continuing tradition of public service, the WTVJ News Department has become an integral part of South Florida—serving the area's 825,000 year-round residents with complete news coverage of community life as it happens — when it happens.

Recipient of the NARND Distinguished Achievement Award for 1951, the News Department has kept pace with the phenomenal growth of WTVJ. Today, a substantial portion of WTVJ's local programming is in the public service tradition of NEWS.

WTVJ is mindful of its public trust and the high honor bestowed by the NARND . . . and pledges itself to continued community service.

CHANNEL 4 · MIAMI **WTVJ**

The New Grantees' Commencement Target Dates

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953	.....	Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown	.....	.....
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March	.....	Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April	.....	Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15	.....	McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953	.....	.....
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown	.....	.....
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown	.....	.....
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 20	NBC, ABC CBS, DuMont	Pearson
KCTV (TV)	Austin, Tex.	18	July 11	Unknown	.....	.....
KTBC-TV	Austin, Tex.	7	July 11	On Air (Nov. 27)	CBS, ABC, NBC	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	.....	.....
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Jan. 1	CBS, DuMont, NBC, ABC	Adam Young
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	July	.....	.....
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	May 15	ABC, DuMont	.....
	Television Broadcasters Beaumont, Tex.	31	Dec. 4	May	.....	.....
WTVI (TV)	Belleville, Ill.	54	Nov. 20	Late 1952	CBS	Adam Young
WLEV-TV	Bethlehem, Pa.	51	Oct. 30	Unknown	.....	Meeker
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown	.....	.....
WJLD-TV	Birmingham, Ala.	48	Dec. 10	Unknown	.....	.....
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 1	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown	.....	.....
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown	.....	.....
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1	.....	Free & Peters
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown	.....	McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown	.....	.....
KKTV(TV)	Colorado Springs, Col.	11	Nov. 28	On Air (Dec. 7)	.....	.....
KRDO-TV	Colorado Springs, Col.	13	Nov. 20	April	.....	McGillvra
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	.....	Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	May 1	CBS	Raymer
WDAN-TV	Danville, Ill.	24	Dec. 10	Unknown	.....	Everett-McKinney
WONE-TV	Dayton, Ohio	22	Nov. 26	July	.....	.....
WTVP (TV)	Decatur, Ill.	17	Nov. 20	Unknown	.....	.....
KBTV (TV)	Denver, Col.	9	July 11	On Air (Oct. 2)	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953	.....	.....
KFEL-TV	Denver, Col.	2	July 11	On Air (July 18)	NBC, DuMont	Blair-TV Inc.
KIRV (TV)	Denver	20	Sept. 18	Unknown	.....	.....
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1	.....	.....
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September	.....	.....
WTVE (TV)	Elmira, N. Y.	24	Nov. 6	March	.....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1953	.....	Avery-Knodel
KROD-TV	El Paso, Tex.	4	July 31	Dec. 14	CBS, DuMont	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 1	.....	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	.....	.....
WTAC-TV	Flint, Mich	16	Nov. 20	Unknown	.....	.....
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953	.....	.....
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1	.....	Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown	.....	.....
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	May 1	.....	.....
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown	.....	.....
KMJ-TV	Fresno, Calif	24	Sept. 18	May 1	.....	Raymer
WTVS(TV)	Gadsden, Ala.	21	Nov. 6	April	.....	.....
	Gulf Television Co., Galveston, Tex.	11	Nov. 20	March 1	.....	.....
	Rudman Television Co., Galveston, Tex.	41	Nov. 20	Unknown	.....	.....
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1	.....	Weed
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown	.....	.....
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	.....	Bolling
WEHT (TV)	Henderson, Ky.	50	Nov. 20	Unknown	.....	.....
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	.....	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	On Air (Dec. 1)	ABC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	On Air (Nov. 22)	DuMont	Forjoe
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	.....	.....
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown	.....	.....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	January	CBS, ABC, NBC, DuMont	Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	.....	Weed
WGFG-TV	Kalamazoo, Mich.	36	Nov. 26	Unknown	.....	.....
WIMA-TV	Lima, Ohio	35	Dec. 4	Unknown	.....	.....
WLOK-TV	Lima, Ohio	73	Nov. 20	March 15	.....	H-R Reps
KFOR-TV	Lincoln, Neb.	10	Oct. 16	Jan. 1	.....	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Spring 1953	.....	Pearson
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15	.....	Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown	.....	.....
KPIK (TV)	Los Angeles	22	Dec. 10	Unknown	.....	.....
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown	.....	.....
WKLO-TV	Louisville, Ky.	21	Nov. 26	Unknown	.....	.....
KCBD-TV	Lubbock, Tex.	11	Oct. 9	Spring 1953	.....	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	On Air (Nov. 13)	CBS, DuMont	Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	.....	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	.....	.....
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	.....	.....
WMAC (TV)	Massillon, Ohio	23	Sept. 4	April 1	.....	.....
WALA-TV	Mobile, Ala	10	Nov. 26	Dec. 20	.....	Headley-Reed
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 15	DuMont, CBS	Forjoe
KNOE-TV	Monroe, La.	8	Dec. 4	Unknown	.....	.....
	Delta Television Inc., Monroe, La.	43	Dec. 10	April 1	.....	.....
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March	.....	Taylor

NEW OFFICERS were elected during radio news directors' meeting in Cleveland. Holding down key posts in newly-named Radio-Television News Directors Assn. are (l to r): Tom Eaton, WTIC Hartford, Conn., president; Jim Byron, WBAP-AM-TV Fort Worth, vice president, and Sheldon Peterson, KLZ Denver, treasurer. Mr. Eaton succeeded Jim Bormann, WCCO-AM-TV Minneapolis-St. Paul. Aside from name change (from National Assn. of Radio News Directors), organization also promised to wage a continuing fight for radio-TV access to news sources and freedom of information [B•T, Dec. 8].

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 8	.....	.....
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	.....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15	.....	Bolling
	N. J. Dept. of Education, New Brunswick, N. J.	*19	Dec. 4	Unknown	.....	.....
WKST-TV	New Castle, Pa.	45	Sept. 4	February	.....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	.....	.....
WOSH-TV	Oshkosh, Wis.	48	Nov. 26	Unknown	.....	.....
	Southland Television Inc., Pensacola, Fla.	15	Nov. 13	June	.....	Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	.....	Headley-Reed
WIP-TV	Philadelphia, Pa.	29	Nov. 26	Unknown	.....	.....
KPTV (TV)	Portland, Ore.	27	July 11	On Air (Sept. 19)	NBC	NBC Spot Sales
WEOK-TV	Poughkeepsie, N. Y.	21	Nov. 26	Dec. 1953	.....	.....
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1	.....	Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Feb. 1	.....	.....
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	.....	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	.....	.....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	.....	.....
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	.....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Jan. 4	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	January	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	On Air (Dec. 1)	NBC, CBS	Avery-Knodel
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	.....	.....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	February	.....	Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	April	.....	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	.....	Weed
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	.....	Hollingbery
KTXL-TV	San Angelo, Tex.	8	Nov. 26	Unknown	.....	.....
WKAQ-TV	San Juan, P. R.	2	July 24	1954	.....	Inter-American
KEYT (TV)	Santa Barbara, Calif.	3	Nov. 13	May	ABC, DuMont, CBS, NBC	.....
WGBI-TV	Scranton, Pa.	20	Aug. 14	April	.....	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Dec. 25	.....	.....
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown	.....	.....
KVTV (TV)	Sioux City	9	Nov. 20	Unknown	.....	.....
KELO-TV	Sioux Falls, S. D.	11	Nov. 20	Feb. 1	.....	Taylor
WSBT-TV	South Bend, Ind.	34	Aug. 28	Dec. 15	.....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	On Air (Dec. 15)	NBC, ABC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Dec. 25	CBS, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	Late 1952	.....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	.....	.....
KMO-TV	Tacoma, Wash.	13	Dec. 10	May 1	.....	Branham
KTNT-TV	Tacoma, Wash.	11	Dec. 10	.....	.....	.....
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Jan. 15	.....	.....
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Unknown	.....	Raymer
	Central Texas Television Co., Waco, Tex.	34	Nov. 13	Unknown	.....	.....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	.....	.....
WATR-TV	Waterbury, Conn.	53	Oct. 30	March 1	.....	Rambeau
	White Television Co., Wichita Falls, Tex.	22	Nov. 6	April	.....	.....
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1.	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAK-TV	Williamsport, Pa.	36	Nov. 13	Unknown	.....	.....
KIMA-TV	Yakima, Wash.	29	Dec. 4	Unknown	.....	.....
KIT-TV	Yakima, Wash.	23	Dec. 4	Unknown	.....	.....
WNOW-TV	York, Pa.	49	July 11	April	DuMont	.....
WSBA-TV	York, Pa.	43	July 11	Dec. 20	ABC	Radio-TV Reps
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	Early 1953	CBS, DuMont, ABC	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	.....	.....
WHIZ-TV	Zanesville, Ohio	50	Dec. 10	April 1	.....	.....

* Educational permittees.

SYLVANIA AWARDS

'Victory at Sea' First

ASCRIBING to television "a sense of responsibility" in its desire to improve programs, the Sylvania Television Awards Committee conferred its 1952 Grand Award upon NBC-TV's *Victory at Sea* series. Award announcement dinner was held Thursday night in New York.

In listing 13 other winners of awards for "outstanding contributions to creative television technique," the committee singled out *Victory at Sea* for highest distinction, citing "the conception, the self-imposed standards and the honest impact of this program."

Receiving the awards for this unsponsored program were NBC, Henry Salomon Jr., writer and producer; Richard Rodgers, composer of the original score; Robert W. Sarnoff, vice president and director of NBC's television production units, and Sylvester L. Weaver Jr., NBC vice president in charge of radio and TV networks. The Grand Award symbol was accepted for the Navy by Dan A. Kimball, Secretary of the Navy, and for NBC by Mr. Weaver.

Established in 1951 by Sylvania Electric Products Inc., the awards are given in 13 categories outside of the Grand Award for programs on the air between Jan. 1 and Oct. 31. Classifications and winners follow:

For the finest special events telecasts: To ABC, CBS-TV, DuMont TV Network, NBC, Admiral Corp., Philco Corp., and Westinghouse Electric Corp., for the Republican and Democratic Conventions.

For the best and most original children's program: To WCAU-TV Philadelphia, for the *Summer School* programs.

For public service in giving the country's youth its own program: To Theodore Granik and NBC for the *Youth Wants to Know* series.

For most noteworthy contributions to variety shows: To Ed Sullivan, Marlo Lewis, CBS-TV, and Ford Motor Co., Lincoln-Mercury Div., for *Toast of the Town*.

For the best documentary melodramas: To NBC and Borden Co., for *Treasury Men in Action*.

For the best in commercials: To Standard Oil Co. of New Jersey for institutional messages "done with taste and with a merciful and enlightened consideration for the viewing public."

For pioneering and developing daytime TV: To DuMont and Mr. Weaver of NBC for "acts of creative efforts [that] call for recognition."

For the best program of current news: To Edward R. Murrow, Fred W. Friendly, CBS-TV and Aluminum Co. of America for *See It Now*.

For a definite contribution to creative television technique: To WOR-TV New York for *Broadway TV Theatre*.

For best local programs of public service: To WOI-TV Ames, Iowa, for *The Whole Town's Talking* and *In Our Care*, both educational programs.

For the year's outstanding sports telecasts: To The Gillette Co. and NBC for coverage of the World Series.

For the best dramatic series: To Robert Montgomery, NBC, American Tobacco Co., and S. C. Johnson & Son, for *Robert Montgomery Presents*.

For the top comedy program: To Lucille Ball, star; Desi Arnaz, star and executive producer; Jess Oppenheimer, producer and chief writer; CBS-TV and Philip Morris & Co. Ltd. for *I Love Lucy*.

The Committee also issued certificates of merit to advertising agencies and personnel associated with programs winning awards.

In a summary evaluating the standards of television programs during the past year, the committee voiced the belief that programming had "improved substantially" but noted that there was "a noteworthy few programs which are truly distinguished in concept and execution."

Presiding at the dinner was Don G. Mitchell, president of Sylvania Electric Products. Deems Taylor, chairman of this year's Awards Committee, read the citations. Other committee members included:

Mrs. Oscar A. Ahlgren, president, General Federation of Women's Clubs; Joseph P. Anderson, executive secretary, American Assn. of Social Workers; Dean Kenneth Bartlett, director, Radio and Television Center, Syracuse U.; Madeleine Carroll, star of stage and screen; Cecil B. De Mille; Dorothy Draper, decorator and designer; James A. Farley; Ford Frick, Commissioner of Baseball; Mrs. John E. Hayes, past president, National Congress of Parents and Teachers; Frieda B. Hennock, FCC Commissioner; William Hunt, Editor, *Inside Advertising*; Dr. Robert L. Johnson, president, Temple U.; Oscar Serlin, Broadway producer; Karl Struss, Hollywood cinematographer, and Gene Tunney, former heavyweight boxing champion.

Front Line Film

EDWARD R. MURROW and a crew of six CBS-TV newsmen and 12 cameramen were scheduled to fly over the weekend to the U.N. front lines in Korea to produce a full-hour *See It Now* program on the "Korea G. I. on Christmas Day." Normally a half-hour show, this program will be broadcast on Sunday, Dec. 28, 6-7 p.m. EST. The team will record the story on Christmas Day and the film will be flown back to New York for editing and processing.

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WAAM *Baltimore*
owned by WAAM, Inc.

WBEN-TV *Buffalo*
owned by Buffalo Evening News

WFMY-TV *Greensboro*
owned by Greensboro News and Record

WDAF-TV *Kansas City*
owned by The Kansas City Star

WHAS-TV *Louisville*
owned by the Courier-Journal & the Louisville Times

WTMJ-TV *Milwaukee*
owned by the Milwaukee Journal

WTTG *Washington*
owned by Allen B. DuMont Labs., Inc.

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Nielsen on Election Returns; Program Ratings

(Report 246)

NEARLY 90% (89.9%) of U. S. television homes were tuned in for election returns at sometime during the night of November 4. This represents 17,166,000 homes, according to the A. C. Nielsen Co., Chicago, which has released the TV figures below:

Peak viewing hours were 9 to 10:30 p.m., which dwindled to a low at 2:30 a.m. Homes reached per half hour follow:' 9 p.m., 13,977,000; 9:30 p.m., 13,900,000; 10 p.m., 13,652,000; 10:30 p.m., 13,576,000; 11 p.m., 12,029,000; 11:30 p.m., 11,113,000; 12 midnight, 9,318,000.

The early morning hours gained these audiences: 12:30 a.m., 7,638,000; 1 a.m., 6,206,000; 1:30 a.m., 5,308,000; 2 a.m., 4,793,000; 2:30 a.m., 1,967,000.

Meanwhile, Nielsen reported ratings of top TV programs for two weeks ending Nov. 8. They were:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy	12,576
2	Texaco Star Theatre	9,740
3	Colgate Comedy Hour	9,502
4	Buick Circus Hour	9,280
5	Arthur Godfrey & Friends (Liggett & Myers Tobacco)	9,050
6	You Bet Your Life	8,433
7	All Star Revue	8,259
8	Philco TV Playhouse	8,130
9	Goodyear TV Playhouse	7,736
10	Arthur Godfrey & Friends (Toni-Gillette Razor Co.)	7,544

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy	67.7
2	Buick Circus Hour	60.6
3	Arthur Godfrey's Scouts	57.9
4	Texaco Star Theatre	56.1
5	Colgate Comedy Hour	51.4
6	Arthur Godfrey & Friends (Liggett & Myers Tobacco)	50.8
7	Dragnet	50.4
8	Gangbusters	47.7
9	Philco TV Playhouse	45.7
10	You Bet Your Life	44.9

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* * *

'Lucy' Tops ARB List In November Ratings

AMERICAN Research Bureau ratings listed CBS-TV's *I Love Lucy* as the nation's top TV show for the sixth month, excluding its summer hiatus, with its October rating going up 4.7 points to 70.6 for November. *Lucy* was viewed in 13,810,000 homes by 41,430,000 people in November, ARB figures showed, an increase of seven million.

Second spot was taken by *Godfrey's Talent Scouts* on CBS-TV with a rating of 58.8 and Milton Berle's NBC-TV *Texaco Star Theatre*, measured by ARB for the first time this fall, moved into third place with 52.2. NBC-TV's *Comedy Hour* starring Bob Hope took fourth place with 51.5.

Second place in total audience was taken by *Comedy Hour* with 32,544,000 viewers, while CBS-TV's *Godfrey & Friends* was viewed by 29,087,000 to take third place. ARB ratings and total audience figures for November are:

	Program	Network	Rating
1	I Love Lucy	(CBS)	70.6
2	Godfrey's Talent Scouts	(CBS)	58.8
3	Texaco Star Theatre	(NBC)	52.2
4	Comedy Hour—Bob Hope	(NBC)	51.5
5	Godfrey & Friends	(CBS)	50.4
6	You Bet Your Life	(NBC)	49.1
7	What's My Line?	(CBS)	44.6
8	Your Show of Shows	(NBC)	44.3
9	Gangbusters	(NBC)	40.4
10	Television Playhouse	(NBC)	40.4
11	All Star Revue—T. Bankhead	(NBC)	39.3

	Program	Network	Total Audience
1	I Love Lucy	(CBS)	41,430,000
2	Comedy Hour	(NBC)	32,544,000
3	Godfrey & Friends	(CBS)	29,087,000
4	You Bet Your Life	(NBC)	26,109,000
5	Your Show of Shows	(NBC)	25,950,000
6	All Star Revue	(NBC)	23,648,000
7	Texaco Star Theatre	(NBC)	23,492,000
8	Talent Scouts	(CBS)	22,847,000
9	Television Playhouse	(NBC)	20,061,000
10	What's My Line?	(CBS)	18,375,000

* * *

Situation-Comedy Shows Are Favorite Fare

MORE than 94% of all TV homes view situation comedy shows, with an average of more than four different programs viewed per home, according to an Advertest

(Continued on page 85)

Weekly Television Summary—December 15, 1952—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Austin	KTBC-TV	12,200
Baltimore	WAAM, WBAL-TV, WMAR-TV	434,807
Binghamton	WNBF-TV	98,500
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	966,000
Buffalo	WBEN-TV	305,102
Charlotte	WBTV	268,203
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,258,765
Cincinnati	WCPO-TV, WKRC-TV, WLWT	383,000
Cleveland	WEWS, WNBK, WXEL	679,012
Colorado Springs	KKTV	———
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	196,985
Davenport	WOC-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	253,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
Erie	WICU	175,550
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	196,985
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	135,896
Honolulu	KGMB-TV, KONA	5,000
Houston	KPRC-TV	211,500
Huntington-Charleston	WSAZ-TV	127,904
Indianapolis	WFBM-TV	292,000
Jacksonville	WMBR-TV	80,000
Johnstown	WJAC-TV	177,301
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	243,357
Lancaster	WGAL-TV	177,313
Lansing	WJIM-TV	120,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,422,981
Louisville	WAVE-TV, WHAS-TV	210,000
Lubbock, Tex.	KDUB-TV	7,000
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	168,493
Miami	WTVJ	155,000
Milwaukee	WTMJ-TV	374,877
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	84,784
New Haven	WNHC-TV	340,090
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	147,437
Oklahoma City	WKY-TV	170,801
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	237,000
Richmond	WTVR	145,954
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
	Quad Cities Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	96,750
San Antonio	KEYL, WOAI-TV	112,895
San Diego	KFMB-TV	158,050
San Francisco	KGO-TV, KPIX, KRON-TV	481,000
Schenectady-Albany-Troy	WRGB	237,400
Seattle	KING-TV	211,900
St. Louis	KSD-TV	468,000
Syracuse	WHEN, WSYR-TV	202,556
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	83,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	405,407
Wilmington	WDEL-TV	123,540
	Total Sets in Use:	19,550,547

Total Stations on Air 121* Total Markets on Air 70*

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

EACH dominates BOTH saturate

—and a Rich Market's Yours for the scheduling!

WHIO-TV coverage

1st in Dayton

Twelve out of the top fifteen once-a-week shows in the WHIO-TV service area—*all* of the first seven shows—are seen on WHIO-TV. (*September Pulse*)

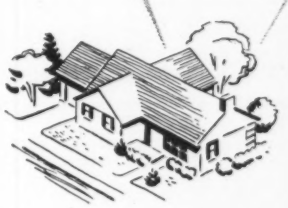
WHIO coverage

1st in Dayton

37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (*Hooper average for the past year*)

THE DAYTON MARKET

1,293,595 prosperous prospects—366,457 families. Payrolls in Dayton for 1951—$630,951,822. Retail sales for Dayton and Montgomery County—$475,000,000. Average weekly industrial pay check—$83.67—highest in Ohio, one of highest in the country. Dayton has been designated a "Preferred City" by Sales Management for the past 20 months.



YOU CAN *DOMINATE* THE DAYTON MARKET WITH EITHER WHIO-TV OR WHIO—WITH BOTH OF THEM TOGETHER, YOU CAN *SATURATE* IT. ASK NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERY CO. FOR FULL INFORMATION

DAYTON
OHIO

whio TV AM FM

TV Grants and Applications

(Continued from page 72)

kw aural; antenna height above average terrain 350 ft., above ground 379 ft. Estimated construction cost $303,560, first year operating cost $183,000, revenue not estimated. Post Office address % Tom Gilchrist, 500 Laura St., Jacksonville, Fla. Studio and transmitter location Lane Ave. and Lake Shore Blvd. Geographic coordinates 30° 17′ 50″ N. Lat., 81° 44′ 35″ W. Long. Transmitter and antenna GE. Legal counsel Dempsey & Kaplovitz, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **John H. Perry Jr.** (11.47%), Vice President **Farwell W. Perry** (7.5%) and Secretary-Treasurer **E. A. Kettel.** Estate of John H. Perry Sr., deceased, holds 69.4%. In addition, John H. Perry Jr. and Farwell W. Perry hold 10% jointly. City priority status: Gr. B-4, No. 196.

MIAMI, Fla. — Biscayne Television Corp., vhf Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 443 ft., above ground 479 ft. Estimated construction cost $1,249,951, first year operating cost $792,000, revenue $876,000. Post office address North Side 79th St. Causeway, Miami (North Bay Village), Fla. Studio and transmitter location at site of WIOD (AM) Miami. Geographic coordinates 25° 50′ 57″ N. Lat., 80° 09′ 19″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington, and Loucks, Zias, Young & Jansky, Washington. Consulting engineer Millard Garrison, Washington. Principals include President **Niles Trammell** (15%), former National Bcstg. Co. board chairman and RCA director, to be general manager; Vice President **James M. Cox Jr.** (30.5%), head of Cox broadcasting-telecasting and newspaper enterprises which consist of WIOD Miami and *Miami Daily News,* WHIO-AM-FM-TV Dayton, Ohio, and Dayton *Journal-Herald* and *News,* WSB-AM-FM-TV Atlanta, Ga., and the Atlanta *Constitution* and *Journal,* and Springfield, Ohio, *News* and *Sun;* Vice President **John S. Knight** (17.5%), head of Knight broadcasting and newspaper enterprises which consist of WQAM Miami and *Miami Herald, Detroit Free Press, Akron Beacon Journal* and 45% interest in WAKR Akron, and *Chicago Daily News* and 42% interest in WIND Chicago; Treasurer **James C. Knight** (10%), also executive with Knight broadcasting and newspaper enterprises; Secretary **J. Leonard Reinsch** (5%), managing director of Cox radio and television stations; **Owen F. Uridge** (5%), general manager of WQAM; **Lee Hills** (5%), executive editor of *Detroit Free Press;* **C. Blake McDowell,** Akron attorney; **James M. LeGate** (3.5%), general manager of WIOD, and **Milton C. Scott** (3.5%), chief engineer for WIOD. Principals with *Miami Daily News* hold total of 42.5% interest; principals with *Miami Herald* also hold 42.5% interest. Applications on file by WIOD and WQAM, each seeking TV station, will be dismissed. City priority status: Gr. B-4, No. 193.

DAVENPORT, Iowa—Mel Foster and Harold Hoersch, uhf Ch. 36 (602-608 mc); ERP 14.8 kw visual, 7.4 kw aural; antenna height above average terrain 434 ft., above ground 437 ft. Estimated construction cost $200,504, first year operating cost $180,000, revenue $180,000. Post office address 316 Brady St., Davenport, Iowa. Studio and transmitter location immediately west of North Lincoln St. at West 11th St. and West 10th St. Geographic coordinates 41° 31′ 56″ N. Lat., 90° 36′ 55″ W. Long. Transmitter and antenna GE. Legal counsel Harold Hoersch, Davenport, Iowa. Consulting engineer Dale I. King, Washington, Ill. Principals include equal (50%) partners **Mel Foster,** president, treasurer and 82% owner of Mel Foster Inc. of Iowa and Mel Foster Inc. of Illinois (realtors, FHA mortgage correspondents), and with interest in various real estate firms, and **Harold Hoersch,** Davenport (Iowa) attorney, and with interest in various real estate firms. City priority status: Gr. B-2, No. 159.

NEW ORLEANS, La.—CKG Television Co. (WMRY), uhf Ch. 26 (542-548 mc); ERP 99.96 kw visual, 53.96 kw aural; antenna height above average terrain 351 ft., above ground 353 ft. Estimated construction cost $204,200, first year operating cost $245,000, revenue $250,000. Post office address 505 Melrose Bldg., Houston, Tex. Studio location 2107 Dryades St. Transmitter location on Whitney Road, ¼ mi. south of Hamilton St., at transmitter site of MWRY (AM). Geographics coordinates 29° 54′ 30″ N. Lat., 90° 02′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer L. J. N. duTreil & Assoc., New Orleans, La. Principals include President **Lester Kamin** (⅓), sole owner of Kamin Adv. Agency, Houston, Tex., 25% owner of WMRY New Orleans and 25% owner of KCIJ Shreveport, La.; Vice President **Pat Coon** (⅓), partner in Dallas (Tex.) law firm of Clark, Coon, Holt & Fisher, and 25% owner of both WMRY and KCIJ, and Secretary-Treasurer **Billy B. Goldberg** (⅓), Houston (Tex.) attorney, and 25% owner of both WMRY and KCIJ. City priority status: Gr. B-4, No. 184.

CAPE GIRARDEAU, Mo. — KGMO Radio & Television Inc. (KGMO), vhf Ch. 12 (204-210 mc); ERP 30.5 kw visual, 15.6 kw aural; antenna height above average terrain 148 ft., above ground 193 ft. Estimated construction cost $131,475, first year operating cost $144,000, revenue $132,000. Post Office address Radio Station KGMO, Cape Girardeau, Mo. Studio and transmitter location at intersection of U. S. 61 and Eastbound State 74. Geographic coordinates 37° 16′ 45″ N. Lat., 89° 33′ 28″ W. Long. Transmitter and antenna GE. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include **Richard C. Brandt** (19.7%), **William C. Brandt** (19.7%), **William M. Bryan** (19.7%), **John J. Parker** (19.7%), **Edwin Erlbacher** (19.7%), and **Rush H. Limbaugh** (1.5%). City priority status: Gr. A-2, No. 239.

ATLANTIC CITY, N. J.—Matta Enterprises, uhf Ch. 52 (698-704 mc); ERP 20.5 kw visual, 12.3 kw aural; antenna height above average terrain 370 ft., above ground 391 ft. Estimated construction cost $159,500, first years operating cost $300,000, revenue $260,000. Post office address 1223 Braddock, Ave., Braddock, Pa. Studio location to be determined. Transmitter location 208 North Maine Ave. at intersection of Bader Ave. and Maine Ave. Geographic coordinates 39° 22′ 15″ N. Lat., 74° 24′ 54″ W. Long. Transmitter and antenna RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer **A. D. Ring & Co.,** Washington. Principals include equal (50%) general partners **William G. Matta** and **G. C. Matta,** engaged in real estate management, coal stripping and operating of picnic grounds, and each ⅓ owner of WLOA Braddock, Pa., and applicant for new TV station (uhf Ch. 61), in Akron, Ohio. (See below.) City priority status: Gr. B-1, No. 135.

AKRON, Ohio—Matta Enterprises, uhf Ch. 61 (752-758 mc); ERP 76.6 kw visual, 45.9 kw aural; antenna height above average terrain 742 ft., above ground 738 ft. Estimated construction cost $222,500, first year operating cost $320,000, revenue $275,000. Post office address 1223 Braddock Ave., Braddock, Pa. Studio location to be determined. Transmitter location route 43 at intersection with Nickle Plate Railroad about 10 mi. SE from center of Akron. Geographic coordinates 40° 59′ 11″ N. Lat., 81° 20′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (50%) partners **William G. Matta** and **G. C. Matta,** engaged in real estate management, coal stripping and operating of picnic grounds, and each ⅓ owner of WLOA Braddock, and applicant for new TV station (uhf Ch. 52) in Atlantic City, N. J. (see above). City priority status: Gr. B-1, No. 109.

AKRON, Ohio—Allen T. Simmons (WADC), uhf Ch. 61 (752-758 mc); ERP 879 kw visual, 439.5 kw aural; antenna height above average terrain 985 ft., above ground 850 ft. Estimated construction cost $366,000, first year operating cost $360,000, revenue $500,000. Post office address P. O. Box 830, Akron, Ohio. Studio location WADC Bldg., 40 East Mill St. Transmitter location corner of Hardstone and Brownstone Aves. Geographic coordinates 41° 06′ 00″ N. Lat., 81° 28′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Gillett & Bergquist, Washington. Sole owner of applicant is **Allen T. Simmons,** licensee of WADC Akron and owner-operator of Idle Hour Farm, near Lexington, Ky. (breeding and raising thoroughbred horses). City priority status: Gr. B-1, No. 109.

SALEM, Ore.—Lawrence A. Harvey, uhf Ch. 24 (530-536 mc); ERP 104.7 kw visual, 56.53 kw aural; antenna height above average terrain 995 ft., above ground 223 ft. Estimated construction cost $295,300, first year operating cost $225,000, revenue $285,000. Post Office address 19200 South Western Ave., Torrance, Calif. Studio location to be determined. Transmitter location 4.8 mi. NW of Salem, atop the Eola Hills. Geographic coordinates 44° 58′ 35″ N. Lat., 123° 08′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer Harry R. Lubcke, Hollywood, Calif., Los Angeles attorney. Sole owner of applicant is **Lawrence A. Harvey,** executive vice president and 33⅓% owner of Harvey Machine Co. (mfrs. of aluminum extrusions), Los Angeles, owner of various parcels of real estate, and applicant for new TV station in Los Angeles. City priority status: Gr. B-2, No. 170.

BRADDOCK, Pa.—Matta Enterprises (WLOA), vhf Ch. 4 (66-72 mc); ERP 51.7 kw visual, 31 kw aural; antenna height above average terrain 500 ft., above ground 541 ft. Estimated construction cost $325,000, first year operating cost $522,000, revenue $586,000. Post office address 1223 Braddock Ave., Braddock, Pa. Studio location to be determined. Transmitter location ½ mi. NE of McKeesport, Pa. Geographic coordinates 40° 21′ 34″ N. Lat., 79° 49′ 38″ W. Long. Transmitter and antenna RCA. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (50%) partners **William G. Matta** and **G. C. Matta,** engaged in real estate development, coal stripping and operating of picnic grounds, and each ⅓ owner of WIOA Braddock, and apolicant for new TV stations in Atlantic City, N. J. (uhf Ch. 52) and Akron, Ohio (uhf Ch. 61). Braddock, Pa., is less than 15 miles from Irwin, Pa., and seeks channel assigned to Irwin. Pittsburgh, Pa., city priority status number: Gr. B-4, No. 180.

AMARILLO, Tex.—Panhandle Television Co., vhf Ch. 7 (174-180 mc); ERP 50.5 kw visual, 27.2 kw aural; antenna height above average terrain 548 ft., above ground 574 ft. Estimated construction cost $352,000, first year operating cost $128,000, revenue $144,000. Post Office address c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas, Tex. Studio and transmitter location on Bluebonnet Ave., 6.9 mi. north of Amarillo Courthouse (requests waiver of rule requiring main studio to be located within city to which channel has been allocated). Geographic coordinates 35° 18′ 24.6″ N. Lat., 101° 49′ 36″ W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of applicant is **Charles Henry Coffield,** independent oil operator, permittee of KCTV (TV) Austin, Tex., and ⅓ owner of various firms seeking TV stations in New Orleans, La., Corpus Christi, Tex., Dallas, Tex., and Houston, Tex. City priority status: Gr. A-2, No. 47.

FORT WORTH, Tex. — Fort Worth Television Co., vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 989 ft., above ground 1,074 ft. Estimated construction cost $700,574, first year operating cost $700,000, revenue $700,000. Post Office address % Sterling C. Halloway, Continental Life Insurance Bldg., Fort Worth, Tex. Studio location south side of East Berry St., 600 ft. west of Riverside Drive. Transmitter location 12.2 mi. SE of Tarrant County Courthouse (Fort Worth), in Township Z, Tarrant County, 550 ft. west of Woods Chapel Road. Geographic coordinates 32° 40′ 00″ N. Lat., 97° 09′ 05″ W. Long. Transmitter and antenna GE. Legal counsel Arnold,

(Continued on page 84)

156,000 TV SETS

IN THE QUAD-CITY AREA

•

Each month this TV set total is ascertained by Quad - City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians *well*—and advertisers *profitably.*

Les Johnson, V. P. and Gen. Mgr.

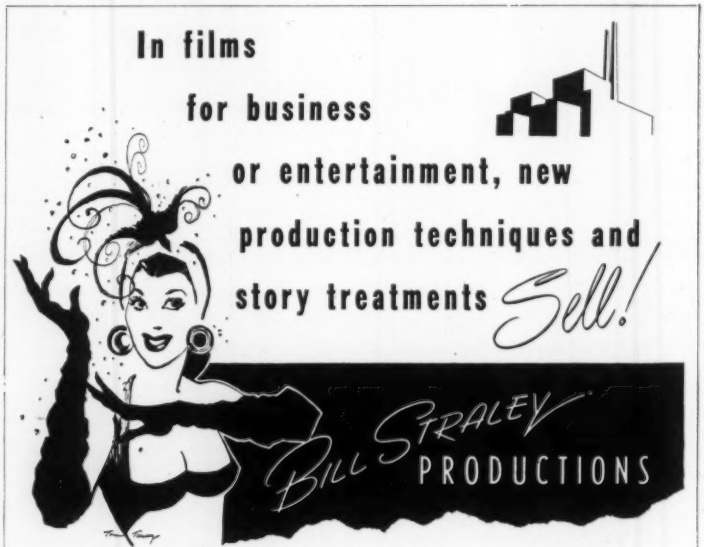
Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery Knodel, Inc.

In films for business or entertainment, new production techniques and story treatments *Sell!*



BILL STRALEY PRODUCTIONS

FILMS FOR INDUSTRY AND TELEVISION

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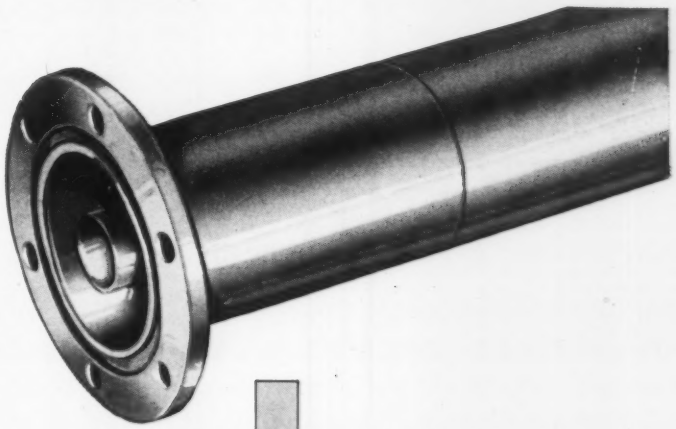
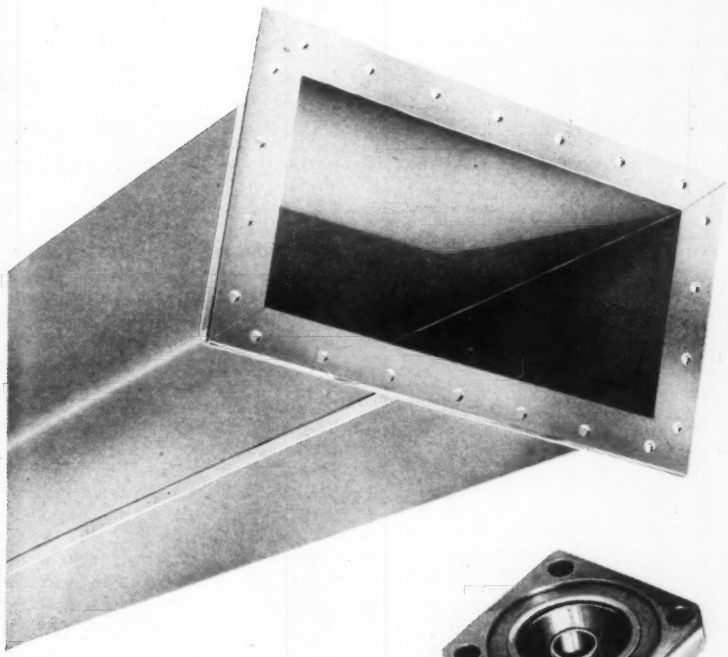
ANDREW





VHF | TV Transmission Line

UHF | TV Transmission Line
Waveguide

The oldest in the field—still a pioneer—designing, engineering and producing transmission lines for the ever advancing needs of the industry. Aided by the industry's finest research, Andrew's vast experience in solving transmission problems has produced the most advanced TV transmission line and waveguide available today.

For complete electrical and mechanical specifications, request Bulletin 81. The special Andrew Nomographs in this Bulletin permit direct graphical computation of efficiency of 10 to 2000 foot runs of line.

ANDREW Type Number	Size	Impedance	Insulator Bead Material
	TRANSMISSION LINE FOR VHF-TV		
451	1⅝"	51.5 ohms	steatite
551-4	1⅝"	51.5 ohms	Teflon*
452	3⅛"	51.5 ohms	steatite
552-1	3⅛"	51.5 ohms	Teflon*
T-453	6⅛"	51.5 ohms	steatite
	TRANSMISSION LINE FOR UHF-TV		
561	1⅝"	50.0 ohms	Teflon*
562	3⅛"	50.0 ohms	Teflon*
563	6⅛"	75.0 ohms	Teflon*
	WAVEGUIDE FOR UHF-TV		
M-14710	Aluminum 7½" x 15" rectangular cross-section, RTMA designation WR-1500, 12 foot section		
M-14715	Aluminum waveguide WR-1150, 11½" x 5¾" inside dimensions, 12 foot section		

*trademark for DuPont tetrafluoroethylene

Andrew CORPORATION

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ANTENNA SPECIALISTS

TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

TV Grants and Applications

(Continued from page 82)

Fortas & Porter, Washington. Consulting engineer George C. Davis, Washington. Principals include general partners **Raymond O. Shaffer** (20%), chairman of the board and president of Welex Jet Services Inc., Fort Worth, senior partner in Texas Rail Joint Co., Fort Worth, and 25% owner of Monarch Mfg. Co. (oil well drilling); **Sterling C. Holloway** (20%), Fort Worth attorney and president, director and largest stockholder (although not majority) of Continental Life Insurance Co., and director and 9.8% stockholder of Denver Television Co. (applicant for new TV station in Denver, Col.); **M. J. Neeley** (20%), president and owner of majority of stock of Hobbs Mfg. Co. (mfr. of various types of trailers), Fort Worth; **Arch Rowan** (20%), chairman of the board, 6.8% common stockholder and 13% preferred stockholder of Rowan Drilling Co. (oil well drilling), Fort Worth, and president and 13% owner of Rowan Oil Co. (oil producers), Fort Worth; **F. Kirk Johnson** (10%), oil producer (buying oil and gas leases and royalties for purpose of producing oil and gas), and 16.92% stockholder in Denver Television Co., (applicant for new TV station in Denver, Col.), and **O. P. Newberry** (10%), vice president of Fort Worth National Bank, Fort Worth, Tex. City priority status: Gr. B-5, No. 205.

ODESSA, Tex.—Ector County Bcstg. Co. (KECK), vhf Ch. 7 (174-180 mc); ERP 49.5 kw visual, 24.8 kw aural; antenna height above average terrain 326 ft., above ground 429 ft. Estimated construction cost $154,818, first year operating cost $151,200, revenue $165,600. Post office address P. O. Box 672, Odessa, Tex. Studio location to be determined. Transmitter location 2.5 mi. west of city limits, 0.4 mi. north of U. S. 80, at site of KECK (AM) transmitter. Geographic coordinates 31° 49′ 14″ N. Lat., 102° 25′ 42″ W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George C. Davis, Washington. Sole owner of applicant is **Ben Nedow**, licensee of KECK Odessa, owner (with Mrs. Ben Nedow) of Peoples Furniture Co. (furniture and appliance sales and service), owner of Peoples Furniture Co. Factory (manufacture, repair and upholstering of furniture), and purchase, sale and lease of real estate and property. City priority status: Gr. A-2, No. 172.

MILWAUKEE, Wis. — North Shore Bcstg. Co., uhf Ch. 31 (572-578 mc); ERP 23.054 kw visual, 10.369 kw aural; antenna height above average terrain 412 ft., above ground 445 ft. Estimated construction cost $123,500, first year operating cost $150,000, revenue $175,000. Post office address 3514 North Oakland Ave., Shorewood, Wis. Studio and transmitter location 3514 North Oakland Ave., Milwaukee, Wis. Geographic coordinates 43° 04′ 56.5″ N. Lat., 87° 53′ 16.3″ W. Long. Transmitter DuMont, antenna GE. Consulting engineer Claude M. Gray, Birmingham, Ala. Sole owner of applicant is **Harold R. Murphy**, president, editor and 50% owner of North Shore Publishing Co. (publishers and printers of three suburban newspapers), and secretary-treasurer and 46% owner of WIGM Medford, Wis. City priority status: Gr. B-4, No. 182.

SHOREWOOD, Wis. — North Shore Bcstg. Co. See Milwaukee, Wis., application.

AMENDED APPLICATIONS

TULARE, Calif.—Sheldon Anderson, uhf Ch. 27 (548-554 mc); ERP 102 kw visual, 57.74 kw aural; antenna height above average terrain 696 ft., above ground 257 ft. Post office address % KCOK Tulare, Calif. Studio location 0.5 mi. north of Tulare-Lindsay Highway on Visalia-Mooney Blvd. at site of KCOK (AM) studios. Transmitter location 6.5 mi. NE of center of Visalia, Calif., in Venice Hills, about 14.4 mi. NE of Tulare, Calif. Geographic coordinates 36° 22′ 11″ N. Lat., 119° 11′ 00″ W. Long. Transmitter DuMont, antenna GE. Legal counsel John P. Hearne, Hollywood, Calif. Consulting engineer Ron Oakley, La Canada, Calif. [For application, see B•T, July 14.] City priority status: Gr. A-2, No. 419.

CHICAGO, Ill. — Johnson-Kennedy Radio Corp. (WIND), uhf Ch. 20. Change ERP to 1,000 kw visual, 500 kw aural; antenna height above average terrain 570 ft., above ground 602 ft. Studio and transmitter location Daily News Bldg. [For application, see B•T, July 14.] City priority status: Gr. B-2, No. 167.

CORPUS CHRISTI, Tex. — Superior Television Inc., vhf Ch. 10, ERP 222 kw visual, 111 kw aural. Principals: President **J. D. Wrather Jr.** (25%), Hollywood film producer and owner of 25% of voting stock in KOTV (TV) Tulsa, Okla.; Vice President and Treasurer **Maria Helen Alvarez** (25%), owner of 50% voting stock in KOTV (TV); Vice President **Edgar M. Linkenhoger** (25%), president and 55% owner of The Transport Co. of Texas (interstate transportation of bulk petroleum and chemicals); **John F. Lynch** (15%), president of La Gloria Corp. (oil and gas production), Corpus Christi, Tex., and **Binford Arney** (10%), director for La Gloria Corp. [For application, see B•T, July 28.] City priority status: Gr. A-2, No. 25.

MILWAUKEE, Wis. — Cream City Bcstg. Co. (WMIL), uhf Ch. 31, ERP 14.57 kw visual, 7.874 kw aural. Change antenna height above average terrain to 439 ft., above ground to 461 ft. [For application, see B•T, Nov. 18.] City priority status: Gr. B-4, No. 182.

WOC TV SELLS

Feature Film Series

SKYROCKETS

LAGGING AUTOMOBILE SALES

Around Jan. 1, auto sales lagged. To whip this lag, Bill Piggott, head of Rock Island Nash agency bearing his name, got Nash dealers in area to sponsor late Saturday night film series on WOC-TV. Program titled "Airflyte Theater" debuted Jan. 19.

By the end of January, Piggott had sold 15 new cars. Appearing on Feb. 16 program, he displayed chart showing only 3 new cars left at his agency. Told viewers to hurry if they wanted one of these. With sale of these 3 cars by 11 o'clock next morning, *Piggott had moved 31 new Nashes 3 demonstrators. . . .* ALL WITHIN MONTH OF FIRST TELECAST.

In January 1953, "Airflyte Theater" completes 52-weeks on the air—52 weeks in which it has built sales not only for Piggott's . . . but also for its other sponsors—Davenport Nash Sales, Inc., and Blazer Auto Sales, Inc., Moline, Illinois. Proof that WOC-TV *Sells* . . . for further proof, get the facts from your nearest F & P man . . . or from us, *direct.*

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

L. A. Uhf Grant

(Continued from page 71)

Delta Television Inc., uhf Ch. 43 grantee in Monroe, La., hopes that station may begin operation by April 1. Mr. Griffith, who owns Griffith Electric Co. (industrial radio communication equipment), reported no decision made on equipment, representation or network.

Robert J. Burow, general manager of WDAN Danville, Ill., reported the TV station will use RCA equipment, but he does not know how soon it will be on the air. Representation will be handled by Everett-McKinney. WDAN is the first station owned by the Gannett Co. (newspaper chain) to get a TV grant.

To Use AM-FM Tower

WJLD-TV Birmingham, Ala., will use General Electric equipment, but starting date is unknown, George Johnston Jr., president of Johnston Broadcasting Co., said. The station will utilize its existing AM-FM tower for the TV tower, he reported. Network and representative are not selected yet.

Elbert H. Baker, vice president of the *Tacoma* (Wash.) *News-Tribune,* vhf Ch. 11 grantee, said the FCC's action at this time came as something of a "surprise" since they did not expect it at this early date. He said the whole situation would be appraised promptly and plans made for inauguration of service, but so far had no target date in mind. The TV station, he declared, should serve about half of the Seattle area and about as far south as Chehalis, Wash. (about half-way between Seattle and Portland).

Carl Haymond, owner of KMO Tacoma, vhf Ch. 13 grantee, told BROADCASTING • TELECASTING that he hoped to be on the air by May 1 with a station that should effectively cover the Seattle-Tacoma market, as well as a considerable fringe area. National representative will be the Branham Co. RCA equipment has been ordered, with much of it already on hand. Transmitter delivery is expected in between 90 and 120 days, Mr. Haymond said.

In other TV developments, U. S. Court of Appeals for District of Columbia has continued until Thursday its hearing of argument on the request of WLAN Lancaster, Pa., for injunction to prevent WGAL-TV Lancaster from switching from vhf Ch. 4 to 8 pursuant to conditional grant from FCC. WLAN has petitioned for review and also an appeal of FCC's conditional grant to WGAL-TV pending before the court [B•T, Dec. 8].

Storm Trouble

WSLS-TV Roanoke, Va., new vhf Ch. 10 grantee which had hoped for commencement Dec. 1 but ran into minor technical problems, put a test pattern on the air last Wednesday at 6:02 p.m. but was knocked off the air at 7:05 p.m. by a severe electrical storm. WSLS-TV had planned to put its first program on the air at 7:30 p.m.

WSLS-TV did commence program operations Thursday night, however, carrying basically NBC programs and also CBS and DuMont. James Moore, executive vice president, reported the station is virtually sold out during evening hours.

Mr. Moore noted that despite the technical troubles, WSLS-TV got on the air from scratch 81 days after grant. Station is using interim effective radiated power of 12.6 kw from its transmitter site atop Poor Mt., 3,000 ft. above Roanoke. He said clear test pattern reception already was reported in Bristol, Va.

Milkathon on KHJ-TV

SECOND annual "Milkathon" to raise milk funds for underprivileged children will be sponsored by the local Saints and Sinners charity organization on KHJ-TV Hollywood for 24 hours. Show will start at 9 a.m. PST Dec. 20 with station time being donated by Dr. Ross Dog & Cat Food, through its agency, Rockett-Lauritzen, both Los Angeles, with the show built around 100 professional acts and 100 amateurs.

20TH CENT.-FOX
To Promote Movie on ABC-TV

TWENTIETH Century-Fox Film Corp. signed with ABC last week for TV coverage of the world premiere of its motion picture, "Stars and Stripes Forever," plus a spot campaign on network-owned WJZ-TV New York which ABC called the most extensive ever launched on behalf of a movie.

The film company also is planning heavy radio and TV spot campaigns in other cities where the picture is booked for an early run.

ABC-TV will cover the opening at New York's Roxy Theatre next Monday night in an 8:30-9 p.m. telecast for affiliates in cities where the movie is opening during Christmas week. Other affiliates will carry the telecast following Wednesday night. The company is placing more than 80 radio and TV spots on the ABC station in an eight-day period starting today.

WJZ-AM-TV contract was negotiated by WJZ-TV General Manager Trevor Adams; WJZ-TV Account Executive Edward Bleier; Charles Enfield, 20th Century vice president in charge of advertising, publicity and exploitation, and Martin Michel, radio-TV director for the film firm. Charles Abry, ABC-TV eastern sales manager, negotiated coverage. Charles Schlaifer & Co., New York, is agency.

Telestatus

(Continued from page 80)

study released last week.

Advertest found that viewers generally have a high opinion of situation-comedy programs, with one-fifth rating the average program as excellent.

Top 10 situation-comedy programs were found to be: *I Love Lucy, Burns & Allen, My Friend Irma, Life With Luigi, Amos 'n' Andy, Mama, Our Miss Brooks, Beulah, Ozzie & Harriet* and *Dennis Day.*

The study is the November issue of "The Television Audience of Today," and makes a complete analysis of all situation-comedy programs presented for New York area audiences.

* * *

WFPG-TV to Debut With $150 Charge

WFPG-TV Atlantic City will offer the lowest current rates in video advertising—$150 an hour—when it goes on the air Saturday, according to Fred Weber, president of Neptune Broadcasting Corp., licensee. The uhf Ch. 46 outlet was scheduled to begin test patterns today (Monday) [B•T, Nov. 24].

WFPG-TV, which will program from 5-11:15 p.m. daily, will charge $142.50 per hour for 13 times and $135 for 26 times, Mr. Weber said. A half-hour, one-time program will cost $90; five minutes, $30, and one minute, $20. "We're trying to bring television into the realm of the small and medium sized city so everyone can use it as an advertising medium," Mr. Weber said.

film report

Sales . . .

Contracts with duPont, General Electric and Hamilton Watch Co. for half-hour TV films have been signed by **Sovereign Productions,** Hollywood, according to **Stuart Reynolds,** president and head of the new distribution firm.

The company is in production on untitled half-hour series for GE, which starts on CBS-TV Feb. 1, replacing the *Fred Waring Show.* Now being completed are "Three-and-a-Half Musketeers," directed by Sheldon Leonard from his original story and starring Dave Willock; and "Rocking Horse," starring Gladys George. The agency is Young & Rubicam Inc.

In preparation are 10 half-hour films for NBC-TV *Cavalcade of America* series for duPont. These will be telecast starting April 1. BBDO is the agency.

Your Jeweler's Showcase, now on alternate weekly sponsorship basis by Hamilton Watch Co. and International Silver Co. in 20 markets [B•T, Oct. 6], will be sponsored by Hamilton starting Jan. 7. The firm will film an additional 13 half-hours. The current series was filmed by Screen Televideo Productions, Culver City. The agency is Young & Rubicam Inc.

Associated with Mr. Reynolds are Gil Ralston as executive vice-president in charge of production and Arthur Ripley as executive director.

* * *

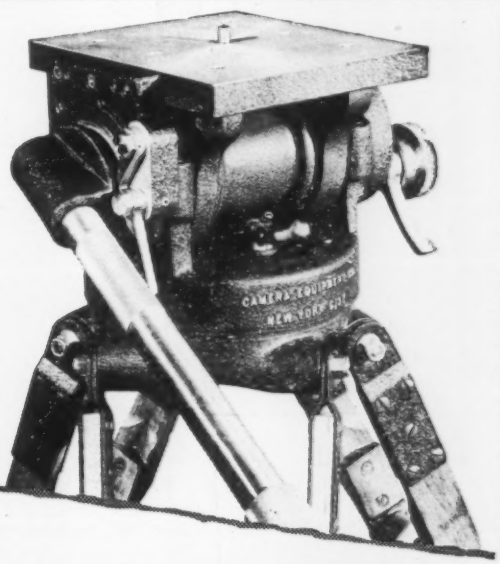
Twentieth Century Fox Film Corp., New York, has sold its 15-minute TV film for children, *News Adventures For Young America,* to **Peter's Shoes Division** of the International Shoes Co., St. Louis, for showing on a 52-week basis, starting last week in the following markets: New Orleans, Houston, San Francisco, Seattle, Detroit, Kansas City, Minneapolis, Buffalo, Charlotte and Cleveland.

* * *

Arrow Productions' *Ramar of the Jungle* film series has been sold to 12 stations covering 14 major shop-

(Continued on page 97)

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating. Rapid service.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . .
It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

EDUCATORS VIEW

Chicago Radio, TV Center Plans

A NATIONAL citizens' group—beaming with the mutual blessings of the Ford Foundation and FCC Chairman Paul A. Walker—was off winging last week on its initial flight into educational television.

Plans were being mapped for a prodigious new effort—an Educational Television and Radio Center in Chicago which would serve as a national clearinghouse for the distribution of program materials to all educational outlets. The motivating force: the National Citizens Committee for Educational Television.

Construction of the new center will commence as soon as possible, it was learned, with Dr. George Stoddard, president of the U. of Illinois, as its chairman.

"This center will facilitate the distribution of films for educational stations and will thus answer one of their most pressing programming needs, especially in the early stages," FCC Chairman Walker told the Southern Regional Conference on Educational Television in Atlanta, Ga., last Thursday.

While the center is expected to service both radio and TV outlets, plans make plain that video material will be the chief consideration of the new organization.

Operation will be launched with the aid of an approximate $1,350,000 grant from the Ford Foundation's Fund for Adult Education, which is subsidized at an annual rate of $1 million.

But "the officers expect to broaden the base of financial support for educational radio and television," and ultimately the stations which use the film materials will compensate the center. Programs will be supplied to outlets as they take the air, on a nationwide basis, providing the video fare has "won success in local communities." Transcription and tape recordings also will be offered.

The center is a non-profit organization. The initial ideas were worked out as a result of several conversations among officials of the National Assn. of Educational Broadcasters and the Fund for Adult Education. The original announcement followed a meeting of members of the national citizens' group and the Joint Committee on Educational Television (JCET) in Chicago ending Dec. 5.

The Fund, it is understood, will not maintain a production staff, although personnel will probably be hired for the headquarters office, site as yet undetermined. It is expected that new program ideas will be developed by the center and be assigned to "regular concerns" —educational institutions and commercial films not identified — for production. Networks and stations will be used to supply films for educational outlets.

Other Board Members

Besides Dr. Stoddard, board members include C. Scott Fletcher, president of the Fund for Adult Education. He is a former president of Encyclopedia Britannica, a huge repository for educational film features, with offices in Chicago.

Other board members are Ralph Lowell, director of Lowell Institute (an educational FM station operator); Dr. Robert D. Calkins, president of Brookings Institution, and Prof. Harold D. Lasswell, Yale U.

The National Citizens Committee for Educational Television is headed by Dr. Milton Eisenhower, president of Pennsylvania State College, and Marion B. Folsom, Eastman Kodak Co. [B•T, Dec. 1]. Committee members include Kenneth Bartlett, Syracuse U.; Telford Taylor, JCET legal counsel and former general counsel of the FCC; and Ralph Steetle, executive director of JCET. Establishment of the center was revealed by Robert R. Mullen, executive director of the citizens' group.

Dr. Stoddard, whose U. of Illinois is not responsible for development of the project and under whom board members will serve only in advisory capacity, feels the center "marks the opening of a fresh horizon both in the quality and the magnitude of the distribution of materials expressly designed to serve the constructed ends of educational radio and television."

Never put a ceiling on what

WLW-TELEVISION

can do for

YOU

WLW is radio's most famous merchandising and promotion organization.

Now, to WLW-Television, comes this same know-how . . . experience . . . vigor . . . But Expanded!

It's the WLW-Television Client Service Department . . . with 20 . . . yes, *20* complete and distinct services . . . all at work *for you!*

The Client Service Department is your creative assault unit in the WLW-Television coverage area . . . doing for your product everything . . . from holding dealer meetings to jet-rocketing your sales charts with point-of-purchase action!

Plussing your advertising dollar . . . many fold!

WLW Television

WLW-T CINCINNATI | WLW-D DAYTON | WLW-C COLUMBUS

Sales Offices: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood

ON HAND to throw switch inaugurating TV service to Palm Springs, Calif., are (l to r): Charles Farrell, city's mayor, motion picture actor and star of CBS-TV's *My Little Margie;* Hal B. Thompson, southern California sales manager of Ray Thomas Co., distributor of CBS-Columbia TV sets, and Carl Leserman, vice president, International Telemeter Inc. To provide this service, nine miles of of desert were crossed with special coaxial cable.

SET SHIPMENTS

RTMA Reports 10-Month Rise

TELEVISION set shipments to dealers totaled 4,451,759 in the first 10 months of 1952, according to Radio-Television Mfrs. Assn. This compares with 44,005,741 TV sets shipped in the same 1951 period.

October set shipments were estimated at 913,779 receivers compared to 634,117 the year before. Following are TV set shipments to dealers by states for the first 10 months of 1952:

State	Total
Alabama	54,240
Arizona	18,137
Arkansas	11,604
California	435,844
Colorado	57,368
Connecticut	96,707
Delaware	15,480
District of Columbia	46,229
Florida	74,367
Georgia	84,959
Idaho	274
Illinois	255,270
Indiana	168,978
Iowa	78,251
Kansas	28,046
Kentucky	60,687
Louisiana	47,000
Maine	8,117
Maryland	80,626
Massachusetts	182,579
Michigan	191,090
Minnesota	64,133
Mississippi	13,711
Missouri	117,962
Montana	164
Nebraska	39,328
Nevada	58
New Hampshire	16,402
New Jersey	173,357
New Mexico	6,004
New York	541,859
North Carolina	87,734
North Dakota	253
Ohio	336,478
Oklahoma	77,991
Oregon	8,372
Pennsylvania	370,751
Rhode Island	28,081
South Carolina	21,502
South Dakota	718
Tennessee	57,751
Texas	196,156
Utah	22,333
Vermont	5,611
Virginia	80,860
Washington	69,991
West Virginia	48,206
Wisconsin	68,594
Wyoming	1,543
Grand Total	4,451,759

ABC-UPT Fusion

(Continued from page 69)

mission to deny the Zenith application and petitions so that the question of WBKB's license might be resolved before its transfer to CBS following the ABC-UPT merger, if and when granted [B•T, Oct. 27].

The Commission has not yet acted on that request.

In its reply to the Broadcast Bureau's exceptions, as they applied to the Paramount-DuMont control issue, DuMont stated that the Broadcast Bureau was in error, that it placed undue emphasis on certain portions of the examiner's initial decision, distorted other sections, etc.

"The Broadcast Bureau bases its challenge to the Initial Decision almost wholly on future, remote contingencies which may alter the Paramount relations," DuMont said. "However, this Commission will not be impotent to resolve the problem if such changes ever occur."

Necessity for DuMont to be able to own and operate the maximum number of TV stations permitted, five, was pointed up in the following conclusions of the DuMont reply:

The finding that Paramount does not control DuMont is essential and obviously compatible with the interest of free competition. The competitive potential of DuMont Network depends on its ability to own five television stations. The record, even as developed by witnesses on behalf of DuMont's competitors, clearly demonstrates the tremendous burdens which the DuMont Network has had to overcome, owing solely to its lack of five stations. . . . The deprivation of the right to own these stations would subject DuMont to irreparable injury. It would establish an obstacle which could not conceivably be overcome by expenditures on programming. It would impose an artificial handicap that could atrophy the incentive to improve network programming. Indeed, it would suppress competition and diversification in the television broadcasting industry. This industry presents a long-range future of three gigantic television networks with which DuMont of necessity must compete. The public interest demands that the competitive endeavors of DuMont should not be frustrated but should be nourished. It is therefore, imperative that the Commission affirm the Initial Decision and assure DuMont its right to own a full quota of five television stations.

In answer to some reports that the DuMont exceptions were pro forma and not to be taken seriously, William A. Roberts & McInnis, counsel for DuMont, told the Commission last week that the pleadings filed in behalf of DuMont were filed "in the firmest good faith" and that it was his belief that oral argument was required.

23,698

HOURS of SERVICE

...and still no change in Performance Quality!

That's what Earl F. Lucas, Chief Engineer

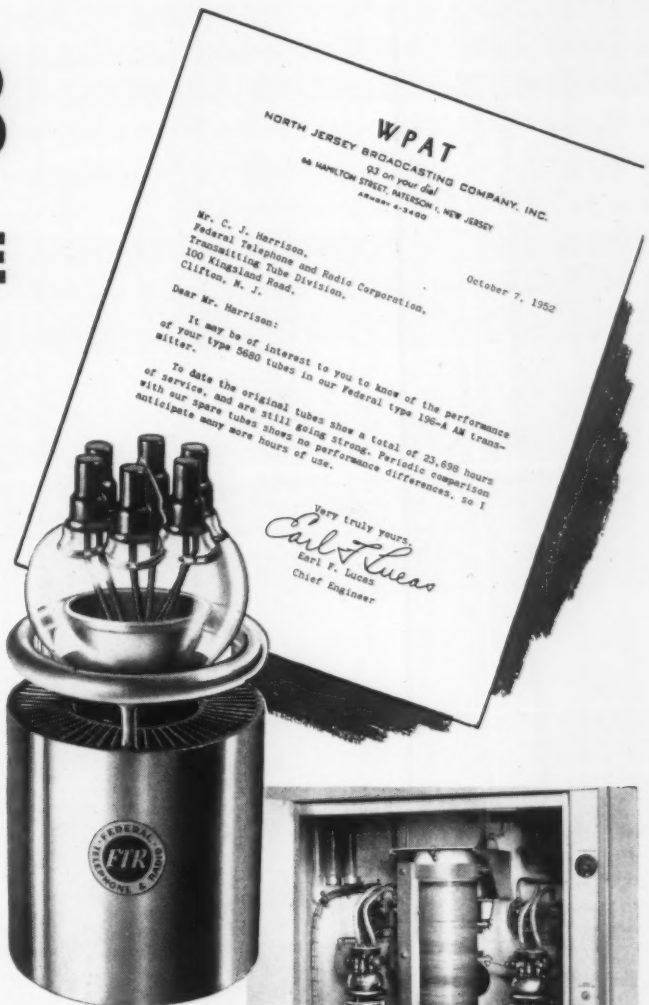
WPAT

Paterson, N. J.

says about

Federal's F-5680

2.5 KW POWER TRIODE


WPAT
NORTH JERSEY BROADCASTING COMPANY, INC.
93 on your dial
66 HAMILTON STREET, PATERSON 1, NEW JERSEY
October 7, 1952
Mr. C. J. Harrison,
Federal Telephone and Radio Corporation,
Transmitting Tube Division,
100 Kingsland Road,
Clifton, N. J.
Dear Mr. Harrison:
It may be of interest to you to know of the performance of your type 5680 tubes in our Federal type 196-A AM transmitter.
To date the original tubes show a total of 23,698 hours of service, and are still going strong. Periodic comparison with our spare tubes shows no performance differences, so I anticipate many more hours of use.
Very truly yours,
Earl F. Lucas
Chief Engineer

Here's another record of the long life and operating stability of Federal Tubes!

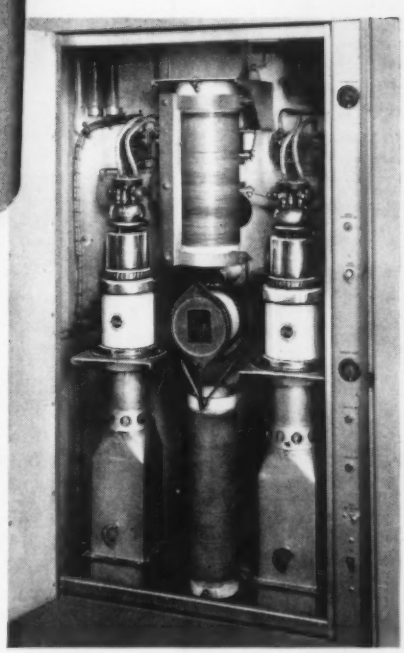
STILL on the job after 23,698 broadcast-hours! That's the record Federal's F-5680 has scored to date for WPAT, popular 5,000-watt station of the North Jersey Broadcasting Company, Inc.

Moreover, says Chief Engineer Lucas, "periodic comparison with our spare tubes shows no performance differences, so I anticipate many more hours of use."

Based on amazing service records of other Federal broadcast tubes, WPAT's F-5680 should be on the job *for years to come!*

Here's *proof* of the solid-rock ruggedness and dependable performance built into *all* Federal tubes by Federal craftsmen—drawing on tube design and production experience dating from the very birth of the industry...*on experience with hundreds of broadcasters!*

Get the facts of longer-life Federal tubes...write to Dept. K-89.



Federal F-5680 Power Triodes— in WPAT's Federal 196-A AM Transmitter —providing one of the most powerful signals in the New York-New Jersey area.

"Federal always has made better tubes"

FEDERAL TELEPHONE & RADIO — FTR — AN IT&T ASSOCIATE

Federal Telephone and Radio Corporation

VACUUM TUBE DIVISION

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

SALE-EXCHANGE
Involves WRBC, WJDX

FCC again has approved the sale-exchange of WRBC and WJDX Jackson, Miss.

WRBC is granted assignment of license from Rebel Broadcasting Inc. to T. E. Write, et al., as the Rebel Broadcasting Co.

Simultaneously, WRBC is granted assignment of license from the new Rebel Broadcasting Co. to the Lamar Life Insurance Co., which is licensee of WJDX. This phase of the assignment cannot be completed until the life insurance company divests itself of interest in WJDX.

And at the same time, the assignment of license of WJDX from the Lamar Life Insurance Co. to Mr. Wright, et al., composing the new Rebel Broadcasting Co., with the usual provision that this assignment not be consummated until Rebel divests itself of interest in WRBC, was granted by the Commission Dec. 4.

The WRBC transfer involves consideration of $250,000, while that of WJDX is $100,000, or a difference of $150,000 paid by the Wright group.

Negotiators were unable to consummate a previous transfer authorized last July [FCC Roundup, B•T, July 14], which necessitated their re-filing assignment applications providing a somewhat different procedure.

The licensees expect to change call letters at a later date.

FIRM DISSOLVED
Lovett Sets Up Own Practice

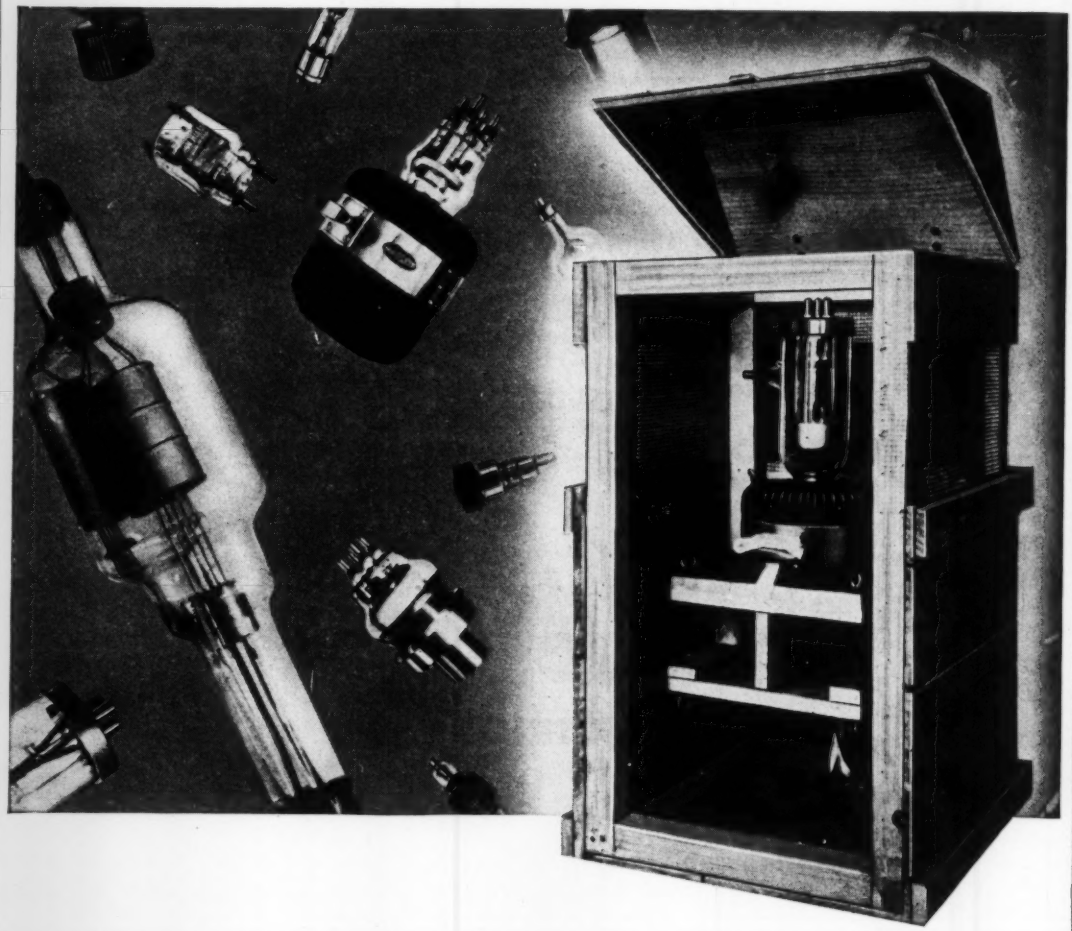
HANSON, Lovett & Dale, Washington law firm, is being dissolved, effective Jan. 1, it was announced last week. Eliot C. Lovett, who has handled the firm's communications work for many years, will continue to practice law under his name at the same location, 729 15th St. N. W., but with a new telephone number: Sterling 3-5168.

Mr. Lovett, charter member and a past president of the Federal Communications Bar Assn. and a member of the Radio Pioneers, began the practice of radio law in the first hearings held by the Federal Radio Commission in 1927.

R. E. Johnson Named

ROBERT E. JOHNSON, WHOB Gardner, Mass., announcer, last week was elected 1953 chairman of the Friendly Town Radio-TV Committee which plans the *New York Herald Tribune* Fresh Air Fund program for 176 cooperating radio and TV stations. Other committee members are: Paul Alger, WSNJ Bridgeton, N. J., vice president and general manager; Alfred E. Spokes, WJOY Burlington, Vt., station manager; Elton Hall, WVPO Stroudsburg, Pa., station manager; Charles J. Truitt, WBOC Salisbury, Md., commercial manager, and Howard Wheelock, WKNE Keene, N. H., production manager.

GraybaR RECOMMENDS MACHLETT ELECTRON TUBES



For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill – you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as any of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

238-112

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

Advertisement

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating signaling and lighting your entire station and grounds.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. There are Graybar Broadcast Equipment Representatives located in the following 21 cities to assist you with any problem.

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Atlantic 5740
PHILADELPHIA
J. W. Crockett, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

A Few of Our Leading Supplier-Manufacturers — Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Rek-O-Kut • Sarvis • Standard Electronics • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

via GraybaR

INAUGURAL

All Events May Be Broadcast

HOPE that festivities for the inauguration of President - elect Dwight D. Eisenhower Jan. 20 in Washington "may be viewed and heard by all the people of the United States," was expressed by Joseph C. McGarraghy, chairman of the Inaugural Committee, at a news conference last week.

Mr. McGarraghy also said that the question of sponsorship was being discussed and that the Committee undoubtedly would agree to permit sponsorship of some of the events.

Scheduled events include a concert by the National Symphony Orchestra at Constitution Hall Jan. 18, a festival in Uline Arena Jan. 19 and the Inaugural Ball at the District of Columbia Armory Jan. 20.

There are in addition to the swearing-in ceremonies on Capitol Hill, the parade down Pennsylvania Ave. past the White House where the 34th President will take the review.

At a meeting Dec. 9, radio-TV representatives worked out arrangements for credentials and submitted requirements for the parade and special events coverage A future meeting was scheduled to draw for positions at the various booths set up for radio-TV along the parade route and in front of the White House reviewing stand.

Positions on Capitol Hill for all networks and independent stations were submitted to the Joint Senate-House Inaugural Committee two weeks ago [B•T, Dec. 1].

No decision has yet been made regarding coverage of the Inaugural Ball. Some sentiment in the committee regards it as a private affair.

However, in the radio-TV meeting last week, facilities were requested inside the armory for a pickup.

It was said that because facilities for TV were lacking in Constitution Hall, there would not be any telecast from inside the auditorium during the concert.

Screen actor George Murphy was named chairman of the entertainment committee of the Inaugural Committee.

'Catholic Hour' on TV

VIDEO version of *The Catholic Hour*, 23-year-old radio program presented by the National Council of Catholic Men, will make its debut at 1:30 p.m. EST Sunday, Jan. 4, on NBC-TV in a half-hour program immediately preceding the regular program's half-hour on NBC radio at 2 p.m. Narrator will be the Rev. Vincent Holden, C.S.P., according to Archbishop Richard J. Cushing of Boston, episcopal chairman of the Dept. of Lay Organizations, National Catholic Welfare Conference.

R. I. P. comes after WILK-Kiwanis auction. L. to r: Mr. Morgan (standing), local Shrine Potentate Harry Ohlman who was a participant, Mr. Berg and Mr. Ring. ➤

UNION CHARGES

All-Out Attack on Edwards

CHARGE that two business organizations have begun an all-out attack on radio commentator Frank Edwards was leveled last week by a member union of the AFL, which sponsors Mr. Edwards nightly on MBS.

The International Assn. of Machinists laid the attack at the doorstep of the National Assn. of Manufacturers and the Committee for Constitutional Government. IAM, in its *Machinist* organ, said they were "incensed by the large following [Mr. Edwards] has built up with his hard-hitting broadcasts."

The *Machinist* cited a Nielsen survey putting his weekly audience at 7½ million—"about the same as Fulton Lewis jr." — though Mr. Edwards had been on the air less than three years.

The AFL, the organ noted, answered the NAM and CCG "attacks" only indirectly — by announcing it had renewed the Edwards broadcasts for a fourth year.

CBS Signs WGBI-TV

WGBI-TV Scranton, Pa., will join CBS-TV about April 1 as a primary supplementary non-interconnected affiliate, Herbert V. Akerberg, network's vice president in charge of station relations, announced last week. Owned by Scranton Broadcasting Inc., licensee of WGBI, station will operate on Ch. 22. George D. Coleman is general manager.

TV-AREA Hooperating Service has added three subscribers: WMAR-TV and WAAM (TV) both Baltimore, and WMCT (TV) Memphis.

'RADIO AUCTION'

WILK-Kiwanians Net $5,000

NINE-HOUR marathon "Radio Auction" aired on WILK Wilkes-Barre, Pa., and sponsored by that city's Kiwanis Club, netted nearly $5,000 to be used toward remodeling the children's ward at Mercy Hospital in that city, according to Roy E. Morgan, WILK executive vice president and first vice president of the Kiwanis Club.

The annual charity event, third of its kind, was termed a complete success by Mr. Morgan. The radio auction began at 5 p.m. Nov. 15 and ended at 2 o'clock the following morning, with more than 400 items — washers, dryers, TV sets, tires, typewriters, etc.—auctioned off to bidders telephoning in their offers to a special crew of 15 operators.

The third annual auction climaxed four months of work by Mr. Morgan; his co-chairman of the Kiwanis Auction Committee, Kiwanian George Magee; WILK Program Director Hal Berg and announcers Bill Williams, John Wills and Johnny Sobol. "Chief auctioneer" was Bill Ring, star of his own General Mills show on ABC, who flew to Wilkes-Barre for the event.

Mr. Morgan said he and fellow Kiwanians already are planning to repeat the event in 1953, when they hope to stage the auction before the cameras of recently-granted WILK-TV.

RETAILER MEET

Stress on Media Technique

BROADCAST executives specializing in retail accounts will chairman discussion seminars at the first Retail Advertising Conference in Chicago Jan. 24 and 25 at the Conrad Hilton Hotel. The meeting, expected to attract a minimum of 100 retailers, will stress usage and techniques in all media, including radio and TV.

Budd Gore, former advertising manager of Marshall Field & Co., Chicago, and co-director of the conference with Ralph Heineman, former account executive at Ruthrauff & Ryan, has asked Broadcast Advertising Bureau to cooperate with the meeting in presenting an all-radio sales story. The Bureau of Advertising will sponsor a luncheon.

CBS Sales Anniversary

CBS Radio Spot Sales, the network's station representation department and a pioneer in research and sales techniques in this field, observed its 20th anniversary Dec. 6. The unit, headed by General Sales Manager Wendell B. Campbell, now has a staff of 81 and represents 13 radio stations, including those owned by CBS, and the Columbia Pacific Network and Bonneville Radio Network.

Telefile;

WEWS (TV)'s Five Years of Service

WEWS (TV) Cleveland, Ohio's first commercial TV station, observes its fifth birthday Wednesday with pride in its long list of accomplishments since going on the air in 1947.

The Scripps-Howard Radio Corp. Ch. 5 outlet has grown from a staff of 55 to 87 members, of which 21 are "charter members" and 18 have more than four years service. Circulation has risen from 300 sets to 680,000, the station claims, with 82.6% of Cleveland telephone homes TV-equipped, according to a McCann-Erickson survey.

Live Class A time rates have gone from $480 to $950 and WEWS weekly programming from 11½ to 108 hours during a seven-day week, of which 66 hours are commercial and 42 sustaining. A typical week includes 52 hours of network programs and 56 local, with 32½ hours of the latter live and 23½ on film.

Station's Facilities

WEWS occupies 40,000 sq. ft. in its own two-story building at 1816 E. 13th St. in downtown Cleveland, and has added a third ground-floor studio to the two with which it began operations. Main studio is 55 by 75 ft. WEWS equipment includes nine image-Orthicon cameras, two iconoscope projection chains, two GE Strobe-lite projectors, Gray Telopticon, two Eastman 2A slide projectors and Luxor rear projection equipment.

Its present application to the FCC contemplates a $264,000 development program, increasing tower height from 437 to 858 ft. above ground and from 640 to 1,000 ft. above average terrain, which would raise power from 16 to 100 kw visual and from 8 to 50 kw aural, improving Grade A coverage from 20 to 37 miles and Grade B from 49 to 70 miles.

* * *

TALKING to Robert Vogeler, former U. S. prisoner of the Communists in Hungary, is Dorothy Fuldheim, WEWS news analyst, in one of her televised interviews of noted personalities.

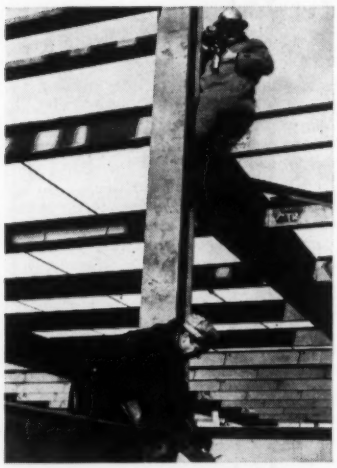
WEWS general manager is James C. Hanrahan, who quit as acting managing editor of the Des Moines *Register* and *Tribune* in 1935 to become the first employe of the then-new Scripps-Howard Radio Corp., of which he is a vice president. Station director is Harrison Hartley, broadcast veteran of 23 years, who left NBC-TV as news and special features director to join WEWS. Chief engineer of Scripps-Howard radio since 1938 is Joseph B. Epperson, who joined the corporation at WNOX Knoxville, Tenn. Floyd E. Weidman, former Ohio newspaperman, is WEWS sales manager. General executive is David M. Baylor, longtime WGAR Cleveland program director, who recently joined WEWS from WJMO Cleveland.

WEWS claims to have been first to televise: (1) baseball in Cleveland; (2) over a midwest network (Indians - Tigers Detroit baseball game Sept. 20, 1948); (3) a George Bernard Shaw play (Western Reserve U.'s "Devil's Discipline"); (4) Menotti's "The Medium", (5) college courses for credit (WEWS estimates it now gives $3,000 in time to educational programs weekly and spends $10,000 annually to help produce them).

WEWS programs have predominated the "firsts" in local TV polls by the Cleveland *Press* and the Cleveland *Plain Dealer*. It has won the first award for television of the Institute for Education by Radio-Television and its programs hold the AFRA award for local TV public service and variety programs. WEWS recently was cited by Ohio State Safety Council for outstanding service.

Among WEWS personalities are Dorothy Fuldheim, news analyst; Bob Dale, named Cleveland's top TV personality in several polls; Paige Palmer, expert on female fashions, the figure and beauty; Gene Carroll, children's favorite as "Uncle Jake," and conductor of *Giant Tiger Amateur Hour*.

The station has achieved an enviable record in covering news events and its public service features include public and parochial school telecasts, polio fund campaigns and blood bank promotion, featuring CIO and AFL unions.



WEWS cameraman sits high to shoot film of Cleveland steel construction worker for part of series, Men at Work, *typical of station's locally-originated shows.*

* * *

ABC-CBS SAN DIEGO SWITCH

Network Affilate Exchange Effective Last Friday

SWITCH of ABC and CBS Radio station affiliations in San Diego was accomplished Friday, with KFMB becoming the CBS Radio outlet and KCBQ affiliating with ABC.

The change-about [AT DEADLINE, Dec. 8, CLOSED CIRCUIT, Aug. 25] took place amid much promotion, according to Lisle Shoemaker, KFMB-AM-TV promotion manager.

Under direction of John A. Kennedy, board chairman, and Howard L. Chernoff, general manager, KFMB went all out to promote its new network programming. Activities included:

Teaser cards on 50 taxicabs and 100 buses; teaser ads in morning and afternoon newspapers; billboard posters at choice locations, with 16 lighted for night traffic; red-on-white printed gummed discs pasted on 5,000 pennies which were distributed. KFMB also bought a radio spot schedule on four other San Diego stations (KFSD, KGB, KSON and KSDO).

Hobby Myers, station manager, and Jerry Lee Pecht, program director, worked out a series of on-air teaser promotions; CBS Hollywood and New York had radio stars record messages of welcome and congratulations; many stars and shows, last Friday, saluted KFMB nationally; KFMB-TV ran slides; KFMB decorated its window with a large postcard from CBS Radio to KFMB, and also last Friday, 30 county newspapers ran ads and news stories.

With the switch, KFMB joins KFMB-TV in CBS affiliation. KFMB-TV is a basic affiliate but since it is the only TV station in San Diego, it also carries ABC-TV, NBC-TV and DuMont programs.

PANEL ON WPIX (TV)

Educators Study Techniques

LATEST techniques in educational television were to be discussed by a panel of experts in a WPIX (TV) New York telecast last Saturday at the annual conference and luncheon of United Parents Assns. of New York Inc. at the Waldorf-Astoria Hotel.

Scheduled to appear were FCC Comr. Frieda B. Hennock; Dr. Lewis Wilson, Commissioner of Education of the State of New York, and Jacob Holtzman of the New York State Board of Regents. Before the telecast, James F. MacAndrew, broadcasting director, New York City Board of Education, was to speak on television programming potential for in-school use.

ATAS AWARDS

Categories Are Announced

NEW award structure for the Academy of Television Arts & Sciences will encompass both national and local programs. Presentation will be at the annual banquet to be held next February in Los Angeles, according to Hal Hudson, CBS-TV Hollywood program manager and ATAS award committee chairman.

National awards will be given in the following categories: Dramatic program, situation comedy, variety program, public affairs show (including news, sports, documentary and public service), mystery, action and adventure program (including westerns), audience participation (including panel and quiz programs), children's show, actor, actress, comedian, comedienne and outstanding TV personality.

Actors and actresses must have made a minimum of six appearances on a dramatic program during 1952 to be eligible.

Hollywood achievement awards will be presented in these classifications: Entertainment program (including dramatic, variety, musical, comedy, quiz or panel), public affairs, children's show, special events coverage, and outstanding male and female performers.

The awards are in form of "Emmys," gold statuettes.

CBS-TV's press information department has moved to 51 E. 42d St., N. Y. Corresponding branch of CBS Radio relocates at 49 E. 52d St. Telephone is Plaza 5-2000.

XUM

BROADCASTING
TELECASTING

TELECASTING YEARBOOK 1953

Have you reserved your space?

The 2nd TELECASTING YEARBOOK

. . . the encyclopedia of television and television advertising will be . . .

OUT MID-FEBRUARY

Here is the television fact source—and the only one in the business—that reaches every decision-level time buying executive. Circulation is 16,000 paid, covering every national and regional television agency and advertiser of importance.

The TELECASTING YEARBOOK stretches your promotional dollar—your ad stays *alive* and salesworthy for a full year.

For the television suppliers, the TELECASTING YEARBOOK saturates owners and applicants, management, programming and engineering executives—the whole wingspread of those who buy.

Advertising deadline: January 5 (for proof); final deadline, January 12. Regular rates.

Write, wire or call Metropolitan 8-1022 (collect) now!

Reserve your space today.

1953 TELECASTING
Yearbook Number

open mike

Show Sheet

EDITOR:

I wonder whether you realize how extensively your monthly "Comparative Network Television Show Sheet" is used by timebuyers, account executives and advertising managers. Now that I am back in sales work once more as I make the rounds I find a high percentage of people who rely on your show sheet for up-to-date information on four networks' TV programming, day and night. . . .

Robert M. Reuschle
National Sales Manager
WHUM-TV Reading, Pa.

[EDITOR'S NOTE: Mr. Reuschle resigned a month ago as associate media director and manager of the timebuying department of McCann-Erickson, New York, to join WHUM-TV.]

* * *

End of Neff-Rogow

EDITOR:

For several months I have been quietly at work to bring about the termination of Neff-Rogow Inc. by Jan. 1. Frankly, after 25 years of applying one's nose to the exacting grindstone that is radio and TV, I'm hankering for a good long rest, and will be taking Mrs. Rogow to Europe in February for a stay of two to three months. When I return next spring, I'll take a fresh look around and determine my future plans at that time. . .

To BROADCASTING • TELECASTING and the other periodicals devoted to radio and television, goes my sincere appreciation for their kindly treatment of Neff - Rogow Inc. in reporting our activities over the years.

William Rogow
President
Neff-Rogow Inc.
New York

* * *

Across the River

EDITOR:

I presume that others have by this time called your attention to the fact that Reid Ray Television Production Inc. and Reid H. Ray Film Industries are both Saint Paul companies and are not located in Minneapolis, as was indicated in your publication recently. . . .

We hope you will correct this in your next issue and trust that in the future you will be more accurate and locate our good Saint Paul companies in Saint Paul rather than in our sister city of Minneapolis.

W. L. Boss
Vice President
First National Bank
of Saint Paul
Saint Paul

* * *

Block Programming

EDITOR:

We here at WLW are indeed happy for your wonderful cooperation in doing the article in your Dec. 1 issue on "Block Programming at WLW." It is going to be of immeasurable help in getting our ideas in this connection across.

Please accept my sincere personal thanks.

R. E. Dunville
President
WLW Cincinnati

* * *

Repatriated

EDITOR:

May I correct the announcement of my move from Meriden as reported in your Dec. 8 issue?

On Dec. 15 I will be manager of WCCC Hartford instead of WICC Bridgeport.

This correction will keep me from becoming a "displaced person" since my friends in the Midwest and elsewhere always bank on what they see in BROADCASTING • TELECASTING.

Alex Buchan
Manager
WCCC Hartford

Editorial Comment

EDITOR:

I am just catching up on my reading and noted the wonderful editorial on behalf of BAB which you carried in your Nov. 24 issue.

Thanks from the chairman of the board, the board, the staff, and everyone concerned, for your fine editorial support.

Charles C. Caley
Pres. & Gen. Mgr.
WMBD Peoria

* * *

How to Get a Job

EDITOR:

I have been following the growth of the television broadcasting industry for several years. I have yet to see a good detailed article on the prospective employe's outlook in TV that is equal to the fine job of reporting the outlook for prospective station owners in the past.

All my training and background just can't be wasted. Please help the employes and the prospective employes who read your magazine faithfully by throwing some info about careers in TV our way.

Merrill Lent
Newark, N. J.

[EDITOR'S NOTE: B•T wishes it could present a detailed article giving a precise formula for getting a job in television, but no such formula exists. In general, prospects for employes and for management coincide in a field which is only now beginning a period of vast expansion.]

* * *

Wrong Office

EDITOR:

Just a line for your information in view of the fact that my name is mentioned in your article on page 73 of BROADCASTING • TELECASTING, Dec. 1 issue.

The writer is not president of the National Assn. of Evangelicals. . . .

The resolution which we submitted to the review committee for consideration by the TV board was in the acting capacity of chairman of the radio-TV commission of the above mentioned organization. . . .

Theodore H. Elsner
President
National Religious
Broadcasters Inc.
Philadelphia

* * *

Love Me, Love McCarthy

EDITOR:

Your editorial, "McCarthy on the Prowl," [Dec. 8] would seem possibly to be just one more in the long series of "McCarthy Smears." . . .

I would like to know your news source that led you to publish this derogatory editorial, with the insulting inference that McCarthy would make the FCC No. 1 on his "Hit Parade." Of course the inference here is to belittle his Communist exposure efforts. It surprises me to find BROADCASTING • TELECASTING even close to those so thoroughly and beautifully exposed by McCarthy.

Richard F. Lewis Jr.
WINC Winchester, Va.

[EDITOR'S NOTE: Mr . McCarthy's Communist exposure efforts need no belittling from B•T. If Mr. Lewis will re-read the editorial, he may realize that B•T was only questioning whether an investigation of the FCC would serve a useful purpose—in advance of the personnel changes the new administration is entitled to make.]

* * *

Flight of Fancy

EDITOR:

. . . The following is a direct quotation from page 55 of the current edition of [*Fantasy and Science Fiction*]:

"They don't use the newspapers except for things like public announcements. Stuff you can't copy down from the television. It's funny about newspapers. You'd think you'd miss them. But you don't. What you miss are the voices talking to you and pictures moving."

Perhaps this might be construed as wishful thinking, but the handwriting on the wall seems slightly ominous.

Jay Hoffer
Sales Promotion Dir.
WICC Bridgeport, Conn.

30 Years
of
Fitting a Medium
to a Market

WSYR ACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

Write, Wire, Phone
or
Ask Headley-Reed

FIRST — IN NEWS
— IN SPORTS
— IN MUSIC

ASK TO SEE THE
APRIL 1952 HOOPER

•

The O. L. Taylor Company
National Representatives

•

IMPACT RADIO SALES—DETROIT

•

5000 WATTS DAY
1000 WATTS NITE

LANSING, MICHIGAN

Truscon Engineers have the answer...

HOW STRONG

HOW SOON

AM-FM-TV-MICROWAVE

Get the advice of men who know . . .
men who have practicable working knowledge in tower design . . . when planning your new or expanded tower needs.

Truscon engineers have designed and built radio towers for all types of duty throughout the world. They have a background of information and skill that is unexcelled in the industry.

Truscon Engineers can design towers to meet every kind of topographical and meteorological conditions. They can assure tower strength for every contingency. Delivery schedules are set to meet your needs (dependent, of course, upon governmental regulations). Guyed or self-supporting towers . . . tapered or uniform in cross-section . . . for Microwave, AM, FM, or TV transmissions.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today. Truscon® Steel Division, Republic Steel Corporation, 1074 Albert Street, Youngstown 1, Ohio.

TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON a name you can **build** on

No, No, Perkins!

It's all in the

BROADCASTING Yearbook

. . . you won't need any T squares, graphs, slide rules or geiger counters to get all the information you want and need in this business of broadcasting.

No sir! It's all in the 1953 BROADCASTING Yearbook.*

Don't delay—order today. Single copies are $5.00. Or you may subscribe to BROADCASTING • TELECASTING for a full year and get 52 weekly issues, the 1953 BROADCASTING and the 1953 TELECASTING Yearbooks for only $11.00. You save $6.00.

* Publication dates: BROADCASTING Yearbook, mid-January; TELECASTING Yearbook, mid-February.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please reserve both 1953 Yearbooks for me, and enter my subscription to BROADCASTING • TELECASTING.

☐ Bill me ☐ $11.00 enclosed

Name

Firm

Street

City Zone

State

1953 BROADCASTING Yearbook

'DRUG' ISSUE

FTC to Appeal L & M Case

ARE cigarettes and other smoking tobacco drugs?

The Federal Trade Commission has interpreted tobacco to be a drug under the Federal Trade Commission Act and is prepared to carry its definition up to the Circuit Court of Appeals. The decision is expected to have far-reaching implications in broadcast and printed advertising copy of the major cigarette firms.

FTC announced last Wednesday it will appeal the dismissal of injunction proceedings against advertising representations by Liggett & Myers Tobacco Co. (Chesterfield cigarettes).

The commission had sought the injunction to enjoin the dissemination of allegedly false and misleading advertising. A U. S. District Court judge dismissed the complaint on grounds that Congress would never have considered a cigarette to be a drug. The ruling was handed down by Judge Irving R. Kaufman.

While only Liggett & Myers Tobacco Co. is directly concerned in this instance, an appellate ruling would have the effect of guiding other firms in their advertising presentations. Virtually all of the major tobacco companies have been involved in FTC proceedings in recent years.

FTC's Contention

Tobacco is a drug, the commission says, inasmuch as (1) it is recognized in the official Homeopathic Pharmacopoeia of the U. S., and (2) the defendant in its advertising has represented directly and by implication that Chesterfield cigarettes are manufactured in such a manner as to prevent irritation to the nose, throat and accessory organs of smokers.

FTC sought the injunction pending issuance of its complaint charging L & M with dissemination of false advertising in violation of Secs. 5 and 12 of the FTC Act.

The appeal will be filed with the Circuit Court of Appeals in the New York circuit. Judge Kaufman is on the U. S. District Court, Southern District of New York. Nub of his decision centered around the drug aspect.

The injunctive device is not without precedent in recent commission annals. Within the past year, FTC has served notice it will make greater use of this juridical weapon to forestall certain ad claims where possibility of false advertising arises. Reasoning is that some companies continue to make representations long after the original complaint is filed and while the commission deliberates each case.

This policy has been most clearly enunciated in cases involving ad claims made by medicinal, tobacco and other firms. The commission has been beset with a substantial backlog of cases in recent years.

PALSY TELETHON

Huge Fund-Raiser on WJZ-TV

UNITED Cerebral Palsy officials last week reported the $553,527 in cash and pledges from the 18-hour benefit program on ABC's WJZ-TV New York, 8 p.m. Dec. 6 to 2 p.m. Dec. 7, set a new telethon high in the organization's history.

Project was a fund raiser to benefit cerebral palsied children and adults in the greater New York metropolitan area.

Opening with a filmed appearance of President-elect Eisenhower, the telethon presented some 200 entertainers from stage, radio, television, night clubs and sports. More than 2,000 volunteers, including 900 telephone operators, worked the five boroughs of New York and Long Island, Connecticut, Westchester and other New York counties.

Executive producer was Robert M. Weitman, vice president, United Paramount Theatres, and stager of many benefit shows. ABC producers were Charles Holden, assistant national director of the network's television program department, and Paul Mowrey, WJZ-TV New York program manager. Ray Abel was television director.

CHARITY GROUP

'Encroaches'—Film Council

HOLLYWOOD AFL Film Council has charged "encroachment" by Radio-Television-Recording-Advertising Charities Inc. (RTRAC) upon activities of the motion picture industry's Permanent Charities Committee in RTRAC's solicitation of funds from TV film producers, a group it considers under PCC's province.

Charging RTRAC with "insinuating itself into the motion picture industry," the Film Council has asked Los Angeles Social Service Commission to consider the situation and has requested TV producers to prohibit further RTRAC solicitation. A spokesman for RTRAC said his group had solicited only those TV film producers and distributors of film to TV who were unaffiliated with PCC.

FTC ACTIONS

Involves NHA and Dolcin

CERTAIN makers of medicinal and vitamin preparations, charged with advertising "misrepresentations," were involved in Federal Trade Commission actions last week.

Firms were National Health Aids, Baltimore, and the Dolcin Corp., New York. Both NHA and Dolcin are substantial radio-TV users.

The commission denied Dolcin's appeal from a hearing examiner's initial decision calling upon the firm to cease certain advertising claims. Company is asked to halt representations that its preparation, Dolcin, is a cure and effective treatment for any arthritic or rheumatic condition.

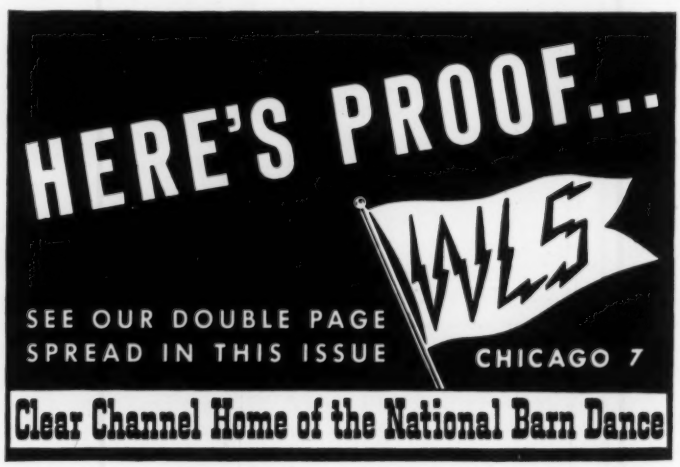
FTC said "the greater weight of the evidence supports the decision of Hearing Examiner Abner Lipscomb that Dolcin *cannot* be depended upon to have any effect whatever upon the symptoms" accompanying such a condition. The only value in the product, FTC alleged, lies in the temporary relief afforded by the aspirin ingredient. The case has been pending before the commission for some years, with broadcast continuities involved.

NHA Case

In the other case, FTC announced that a consent agreement has been signed by National Health Aids and Television Advertising Assoc. They agreed to discontinue certain advertising claims made on Washington, D. C., Baltimore and New York radio-TV stations [B•T,Nov. 24].

Complaint was filed by the commission last June citing misleading representations for NHA Complex, a vitamin-mineral preparation. The U. S. District Court for Maryland granted a preliminary injunction Nov. 14 restraining ad claims.

Under terms of the agreement, the respondents will cease and desist from disseminating radio-TV and other advertisements containing seven types of claims.



Our Respects To

(Continued from page 56)

ager on calls to prospects. Since so many of the programs then were musical, Mr. Keese could help with production data.

He attended night school, studying merchandising, marketing and business law. His step into the regional sales managership at WFAA soon followed.

Mr. Keese acknowledges a great debt to Martin B. Campbell, now supervisor of radio and television (WFAA-TV) properties of *The Dallas News*, of which WFAA is the radio arm.

In the spring of 1932, Mr. Campbell went to WFAA as manager from WHAS Louisville, Ky. Mr. Keese recalls that working with Mr. Campbell gave him his first real radio training.

The two spent 7-day work weeks and 18-hour days planning sales approaches. This was during darkest depression. It was a time when progress, even survival, demanded a man's best. The lessons learned then are the foundation of Mr. Keese's know-how today.

A particularly vivid recollection of Mr. Keese's is the formation of the Texas Quality Network at WFAA headquarters.

In 1944, Mr. Keese left WFAA to join the Taylor-Howe-Snowden group of radio stations and established radio sales departments for the organization in principal cities of the country. This was the forerunner of the present O. L. Taylor Co.

Mr. Keese rejoined WFAA in 1948 and was placed in charge of regional sales. So efficiently did he fill his assignment that in January 1952 he was appointed manager of the station.

Outside radio, Mr. Keese takes an active part in community life. He is a member of the Variety, Rotary, Salesmanship and the Dallas Sales Executives Clubs. His favorite form of relaxation is fishing.

About the only time he plays the fiddle now is at Christmas—and then only when he's in the midst of "a definitely convivial" group.

There are three sons, Philip Macdonald Keese, Thomas Rowell Keese and Alexander Courtland Keese Jr., and a daughter, Phyllis, who just recently married.

When his three sons and daughter were attending high school, Mr. Keese was a member of the "Dad's Club." He now has 10 grandchildren.

To fellow-staffers at WFAA, Mr. Keese is a showman's showman and a contradiction that a musician cannot be a businessman.

AMONG guests at the fifth anniversary party Dec. 3 of WTMJ-TV Milwaukee were (l to r) Harry Hoffman, Hoffman & York Adv., Milwaukee; Walter J. Damm, vice president-general manager of radio-TV, The Journal Co., licensee of WTMJ-AM-TV; Ted Rosenak, ad manager for Blatz Brewing Co., Milwaukee, and Lee Archer, Klau-Van Pietersom-Dunlap Assoc., agency, Milwaukee.

WPAT Reports Gain

GAIN of 17% in business volume during the first 11 months of this year, compared to the same period last year, was reported last week by WPAT Paterson, N. J. D. J. Wright, executive vice president and business manager, also reported the signing of more than a score of new accounts during the past few weeks.

BOARD of directors of Admiral Corp., Chicago, declared a quarterly dividend of 25 cents per share on stock outstanding, payable Dec. 31, to stockholders of record Dec. 17.

SETS BY JAN. 1

Beville Sees 21 Million

THERE will be about 21 million TV receiver sets installed in homes by next Jan. 1, representing nearly 47% of all U. S. homes, Hugh M. Beville Jr., NBC director of research and planning, predicted last week.

The estimated total of 19,751,200 as of Nov. 1 represented a gain of 626,300 television sets during October. According to Mr. Beville, this was the largest monthly increase since December 1950, when 724,200 receivers were sold. Mr. Beville's new estimates also show that the four metropolitan areas which lead in the number of TV sets-in-use are New York, 3,180,000; Chicago, 1,290,000; Los Angeles, 1,270,000 and Philadelphia, 1,125,000.

NEW BOOM ERA

Is Halligan's Prediction

TELEVISION is entering another boom era, William J. Halligan, president of Hallicrafters Co., Chicago, told stockholders Monday. He estimated 7.2 million sets will be produced by the industry next year. He noted peak production in 1950 was 7½ million.

Mr. Halligan reported Hallicrafters' net income for the quarter ending Nov. 30 to be $376,087 or 46 cents per share, compared with $86,384 or 10 cents per share for the same 1951 period. Sales went to $13 million from $10,958,000 in 1951.

WPIX (TV) New York said fortnight ago that sales for the past month totaled $286,000 in new and renewed business in programs, participations and spot time. Sponsors included Musterole Co., Chrysler Corp., Shulton Inc., A. C. Gilbert Co., Loft Candy Co., D. L. Clark Candy Co., Ralston-Purina Mills, Purity Bakeries and Hudson dealers.

KGW

THE People's Choice* IN PORTLAND, OREGON

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* Publication dates:

BROADCASTING Yearbook mid-January. TELECASTING Yearbook mid-February.

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City Zone

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1953 TELECASTING Yearbook

programs promotion premiums

WWJ Detroit has come up with what seems to be a mathematical equation to tell its sales story. YP (orS) + WWJ (SESALL) = MS4U, a line appearing in a recent program schedule release by the station, can be translated in terms of sales: "Your Product (or Service) plus WWJ (Service, Economy, Sales Appeal, Listener Loyalty) equals More Sales for You."

PUMPKIN CONTEST

COLOR brochure on an annual pumpkin contest is being mailed to the trade by WPEO Peoria, Ill., showing results from 53 announcements on the station. WPEO offered 186 prizes to winners guessing "How many pounds of pumpkin will Dick Herm grow on his six-acre pumpkin patch this year?" Farm service program mentions from Sept. 26 to Oct. 11 brought in a total of 9,156 entries from 59 Illinois counties and six neighboring states. Mr. Herm is the station's farm service director.

ART AWARDS

REPRODUCTIONS of masterpieces from the collection of the Toledo Museum of Art are being presented to winners in the "Picture of the Week" contest on WSPD-TV in that city. The museum sponsors *Gallery 39*, a weekly show, on WSPD. At one point in the program the picture is flashed on the screen, a question concerning it is asked of the audience and those who telephone or write the correct answers receive a reproduction. Station relates that from 150 to 200 calls are received after each show.

POST CARD PROMOTION

JUMBO post cards depicting familiar scenes of Washington, D. C., on the face of the card are being mailed to advertising executives and clients throughout the country by WRC Washington. Reverse side of the card is a scene showing the business activity in the city. Theme of the promotion is that "Everyone knows Washington as a sight-seeing city but it is also a huge consumer market."

FAST RESULTS

IN an attempt to test the pulling power of WSM-TV Nashville, Tenn., the makers of Hermitage coffee offered WSM viewers a coffee maker for $2.95 and two empty Hermitage coffee bags. Station reports that just five announcements did it. Firm had to withdraw the offer because its supply of 2,000 coffee makers had been exhausted.

INAUGURAL TRIPS

TWO prizes of an expense-free trip to Washington, D. C., to see the Presidential Inauguration on Jan. 20 highlight a contest being conducted by KFMB San Diego, Calif. One student from the city schools and one from the county schools will be the ultimate winners. Contest is based on an essay of not more than 1,000 words on "Significant Presidential Inaugurations in U. S. History."

'HOOPER IN REVERSE'

PERSONAL angle in promotion is being utilized by KRMG Tulsa, Okla. Random phone calls are being made to stimulate interest in *Tulsa Ballroom*. KRMG describes the idea as a "Hooper in reverse." A housewife makes the calls during the 2-5:55 p.m. show each day, and suggests the listener "enjoy an afternoon of music at the 740 spot on the dial."

JOINT PROMOTION

WIP Philadelphia and *Newsweek* magazine have inaugurated a year-long city-wide campaign to promote the station and magazine with the distribution of "aprons" to the city's corner newstand dealers. Printed on the middle of the apron is the phrase "Listen to WIP." Magazine's name is enscribed on the top of the apron and on the pockets.

WISL TRAINING PROGRAM

NEW training program has been put into effect by WISL Shamokin, Pa., through an arrangement with the city's three local high schools. Members of the senior classes are interviewed by the vocational director of each school. If the student shows an interest in radio, arrangements are made with WISL for an audition. While promising students finish school, they work at the station part-time and additionally receive a full course of instruction in announcing, production, copy-writing and control board operation.

'PATSY'S PARTY'

GEARED for children's tastes is KALI Pasadena *Patsy's Party*, half-hour Saturday morning program sponsored by Crawford's Good Food Stores, Alhambra. Hostess Pat Bader features five-minute children's news round-up, original stories, interviews with different youngsters engaged on Christmas projects and young guest stars.

WOR CHRISTMAS TREE

WOR-AM-TV New York placed a 35-foot Christmas tree on Times Square last Monday to call attention to the station's eighth annual Christmas Fund to benefit some 10,000 children in metropolitan New York hospitals. A highlight of the promotion will be the playing of Christmas carols and hymns, specially-piped from WOR studios.

STUDENTS PRODUCE SHOWS

PROGRAM dealing with on-the-scene activities in local schools and classrooms, titled *Schools in Action*, is being presented three times weekly on WJEL Springfield, Ohio. Show is produced and tape recorded by the radio class at the city's public high school. Broadcasts take place in various classrooms in schools in the Springfield area.

FAMILY CHRISTMAS SPIRIT

GIFTS worth more than $10,000 will be given to an American family typifying the spirit of Christmas on *Welcome Travelers* radio version aired via NBC. The annual search for such a family is being conducted now, with winners scheduled to be notified on the Christmas Day broadcast. They will be chosen from letters of nomination, expected to total 100,000. Both nominees and letter writers will receive prizes.

CO-OP GROCERY PLAN

WINS New York is cooperating with five grocery chains — Dan's Supermarket, Queens and Long Island; Fairmart, Brooklyn; D'Agostino Bros., Manhattan; Moises, The Bronx, and Diamond K & Food Town, Westchester county — in a new merchandising plan. Stores will display point-of-sales material for WINS advertisers and station will devote *Especially for You* program Monday, through Friday, 1:05-1:30 p.m. EST to chains' specials, recipes, music and chatter.

DANCE CONTEST ENDS

DANCING contest on WEWS (TV) Cleveland was successfully concluded short time ago with four finalists awarded a two-year scholarship to the Harris-Hardy Studio of Stage Arts. Series of Saturday shows, presenting amateur talent, was sponsored by Cleveland Wholesalers, distributors of Calcinator, a gas disposal unit. Station claims that more than 60,000 pieces of mail containing votes for writers' favorite contestant were received before the competition ended.

RADIO AUCTION

AUCTION-of-the-air program has been launched at KRNT Des Moines, Iowa. Show is aired for two hours every Saturday afternoon. Each quarter-hour, an item is put on the block. Bids are placed by telephone. On the first show of the series, station claims seven sponsors put up and sold products ranging from a pen and pencil set to a Chevrolet automobile.

AMATEURS GET A CHANCE

AMATEUR singers and musicians who feel an urge to get into TV will be given an opportunity to do so by Bill Silbert on his daily telecast on WABD (TV) New York. Letter to Mr. Silbert will start the process of arranging an audition. One performer will be presented on each show. A recording will be made and sent to record company executives for consideration.

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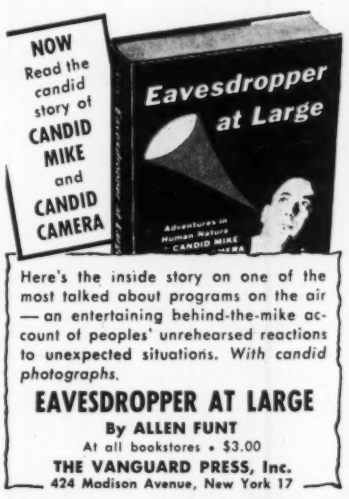
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Film Report

(Continued from page 85)

ping areas, General Sales Manager **Arthur Sachson** has announced. The total net sales to Arrow amounted to $181,000.

The stations and markets are: KTTV (TV) Los Angeles; WFIL-TV Philadelphia; WENR-TV Chicago, WXYZ-TV Detroit; WFAA-TV Dallas-Fort Worth; WFBM-TV Indianapolis; WNHC-TV New Haven - Hartford; WWLP - TV Springfield, Mass.; WJAR - TV Providence, R. I.; KDUB (TV) Lubbock, Tex.; KGNC-TV Amarillo, Tex., and WBNS-TV Columbus, Ohio.

* * *

Kling Studios' *Old American Barn Dance*, film series syndicated in 34 markets, has been sold to WSLS-TV Roanoke, Va., and KCBD-TV Lubbock, Tex.

* * *

Telemount-Mutual, Hollywood, has completed 14 one-minute TV film commercials for **Purity Bakers Corp.**, Kansas City (Taystee Bread products). The bakery firm sponsors the production company's half-hour TV film series, *Cowboy G-Men*, on WDAF-TV Kansas City and WCPO-TV Cincinnati. Twenty more markets are to be added Jan. 1. **W. W. Wilson Jr.**, radio-TV director of **Young & Rubicam Inc.**, Chicago, supervised the commercials. Programs are distributed on a regional basis by **United Artists TV Corp.**

* * *

Paramount Pictures, Hollywood, has completed seven TV trailer films for national exploitation on NBC-TV and CBS-TV of "Road to Bali," new film co-starring **Bob Hope** and **Bing Crosby.** Titled *Great Moments in History with Bing Crosby and Bob Hope*, the trailers do not contain scenes from the feature, but are seven individual, miniature short subjects.

* * *

Telepix Corp., Hollywood, has completed TV film commercials for the following firms:

Gaffers & Sattler Stoves, Los Angeles (gas ranges), three one-minute live action and one 20-second animated spot; **Flo-Ball Pen Co.**, Los Angeles, one minute and one 10-second live action spot, both firms through **BBDO**, Los Angeles; **Flying Tiger Lines**, Burbank, one twenty-second live action spot, through **Hixson & Jorgensen Inc.**, Los Angeles; **L. A. Federal Saving & Loan**, one twenty-second animated spot, through **C. B. Juneau**, Beverly Hills; and **May Diamond Co.**, Los Angeles, one ninety-second live action spot through **Al Carmona Adv.**, Hollywood.

Distribution . . .

Official Films Inc., New York, has arranged with three independent television producers for distribution of their products. The firm said these films will be added to its syndicated catalog which now numbers over 1,000 musical films, several hundred short subjects and several series.

Official signed contracts with **Gene Lester** for his 15-minute *Hollywood Close-Ups* series; **Tel-Ra Productions** for *Ideas on Parade*, and with **Jerry Cournyea** for 18 new short subjects dealing with sports and animals.

Official Films, has also acquired national distribution rights to 13 quarter-hour children's TV film series, *The Magic Lady and Boko*, produced by **Telemount Pictures Inc.**, Hollywood.

Production . . .

Pilot film in CBS-TV *Alan Young Show* is being completed by **Nassour Productions** at KTTV (TV) studios, Hollywood. A CBS-TV package, the new half-hour series has a situation comedy format, featuring **Alan Young** as a bank clerk.

* * *

Family Theatre Inc., Hollywood, is completing special half-hour Christmas TV film, *A Star Shall Rise* produced by **Roland Reed Productions**, Culver City. Starring **Raymond Burr**, the film is directed by **John Brahm** who recently directed Warner Bros. feature film, "Miracle of Fatima."

Educational . . .

The **U. of Wisconsin** and **Marquette U.** are co-operating with WTMJ-TV Milwaukee in presenting *Campus Newsreel* which started Dec. 6. This will be the first venture by the schools to film campus activities for television.

The programs will be shown Saturdays, 1:30 to 1:45 p.m. CST. Wisconsin and Marquette will alternate in presenting the programs. Wisconsin is setting up TV and filming facilities in Madison, while Marquette is making similar arrangements in Milwaukee.

All filming and writing of scripts will be handled by the schools. WTMJ-TV will supply an announcer as narrator for portions that are not sound on film.

Random Shots . . .

Backdrops Inc. has moved New York offices to 250 Park Ave., and has opened a Los Angeles office at 819 Santee St. The firm produces television backdrops made from art work or photographs on specially prepared cloth and claims that its drops have three-dimensional quality, are flame-proof and mildew-proof, will not fade, can be cleaned easily and are completely light-absorbent. Backdrops can be folded to small size when not in use, the company reports.

According to Steve Joseph, Backdrops' sales manager, network users of the new drops include NBC-TV and CBS-TV; programs include *Lamp Unto My Feet, The Web, Red Buttons, Garry Moore Show, Danger* and *The Fred Waring Show.* Agencies which have purchased the backdrops include BBDO, Young & Rubicam, McCann-Erickson and Kudner Agency. Film production firms include Tel Rade Research and Prockter Productions. P. J. Rotondo for *Camel Caravan* is among the studios using the drops.

* * *

Association Films Inc., New York, is offering a folder which describes 39 free-loan industrial films cleared for television programming use. The folder may be obtained from the firm's television department, 347 Madison Ave., New York 17, N. Y.

Film People . . .

Sheldon Reynolds, producer-writer-director on NBC-TV *Foreign Intrigue*, has completed the pilot film in second half-hour TV film series to be produced abroad. *Theatre International*, which will probably be filmed in Rome, will be a series of light comedies with a European background. The pilot film, produced in Paris, stars **Claude Dauphin**, French actor who recently completed roles for Warner Bros.

* * *

Steve Joseph has been appointed sales manager for **Backdrops Inc.** (photographic backdrops for TV). He formerly was with J. Walter Thompson Co. and McCann-Erickson.

* * *

Lee R. Bobker, formerly production manager and administrative executive with Campus Film Productions, has joined **Dynamic Films**, New York, as executive producer.

* * *

Miriam Gieger, literary and talent agent with William Morris Agency, Beverly Hills, joins **Filmcraft Productions**, Hollywood, to supervise research and scripts for upcoming *Mark Twain Television Theatre*, film series.

* * *

Esko Miettinen, head of foreign distribution for Sol Lesser Productions, Culver City, joins **Helen Ainsworth Corp.**, Beverly Hills, in same capacity and in addition will supervise the firm's television production abroad.

* * *

Tito Guizar, singing star on his own KTTV (TV) Hollywood weekly half-hour program, has been signed by **Calderon Productions**, Mexico City, for several TV films to be made early in January.

* * *

Will Lane, production coordinator for **Guild Films Inc.**, Hollywood, and a lieutenant colonel in the Air Force Reserve, has been appointed commanding officer of 9339th VAR Squadron, AFR Training Unit. He will work on a special civilian defense TV film.

* * *

John Mitchell, vice-president and general sales manager, and **Ralph Cohn**, vice-president and general manager, **Screen Gems Inc.**, New York, in Hollywood for production conferences on NBC-TV *Ford Theatre* film series.

* * *

Stuart Reynolds, head of **Reynolds Productions**, Beverly Hills, in New York for business conferences with agency executives concerning new half-hour TV series, *Crackdown*, filmed by **David Hire Productions**, Hollywood.

STORECAST Corp. of America, N. Y., which feeds music to supermarkets, has announced signing of 20 new sponsors, including five non-food advertisers.

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FCC actions

DECEMBER 5 THROUGH DECEMBER 11

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-sychronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 103.

December 5 Applications . . .

ACCEPTED FOR FILING

Change Antenna System

WVOK Birmingham, Ala. — CP to make changes in ant. system. AMENDED to make changes in ant. system.

License for CP

WIHL Hammond, La. — License for CP, which authorized installation of new trans. AMENDED to change name of applicant to Nicholas Cefalu and Anthony Cefalu d/b as Cefalu Radio Station.

Modification of License

WSTR Sturgis, Mich.—Mod. license to increase power from 500 w-D to 1 kw-D. AMENDED to change frequency from 1460 to 1240 kc, power from 1 kw to 250 w, hours of operation from D to unl. and change name of applicant to WSTR Inc.

Renewal of License

Following stations request renewal of license:

KMOR Oroville, Calif.; WBGE Atlanta, Ga.; KSWI Council Bluffs, Iowa; WMON Montgomery, W. Va.; WMBR-TV Jacksonville, Fla.; WTVJ (TV) Miami, Fla.; WOI-TV Ames, Iowa; WOC-TV Davenport, Iowa; WDAF-TV Kansas City, Mo.; KSD-TV St. Louis, Mo.; KING-TV Seattle.

APPLICATIONS RETURNED

Change Name

KSON San Diego, Calif.—Mod. license to change name to C. Fredric Rabell and Dorothy Johnson Rabell d/b as KSON Bcstrs.

Erect New Antenna

KWPM West Plains, Mo.—CP to erect new ant. and mount TV ant. on top (contingent on grant of TV application).

December 9 Decisions . . .

BY BROADCAST BUREAU

License Granted

KJNO Juneau, Alaska—Granted license for AM; 630 kc, 500 w, 1 kw-LS unl.

WRSW Warsaw, Ind.—Granted license for AM; 1480 kc, 500 w, DA-2 unl.; conditions.

KFMA Davenport, Iowa—Granted license for AM; 1580 kc, 250 w-D.

KGEZ Kalispell, Mont.—Granted license covering change in frequency, increase in power, installation of a new trans. and DA-DN.

WTOP-FM Washington, D. C.—Granted license covering changes in existing FM; Ch. 242, 20 kw, 390 ft.

Granted CP

KOLN Lincoln, Neb.—Granted CP to increase height of ant. tower and add TV transmitting ant. at top and specify correct site coordinates; condition.

WEEU-FM Reading, Pa.—Granted CP to make changes in licensed station to change type ant. and overall height above ground to 400 ft.

Request Granted

WGCH Greenwich, Conn. — Granted request to cancel license and dismiss pending application for renewal of license and delete FM.

KFOR-FM Lincoln, Neb.—Granted request to cancel license and dismiss pending application for renewal of license and delete FM.

KHIT Lampasas, Tex.—Granted request for waiver of Sec. 3.71 to operate from 6.30 a.m. to 7.15 p.m. daily for period of 30 days.

KCBC-FM Des Moines, Iowa—Granted request to cancel license and delete FM.

KFDA-FM Amarillo, Tex. — Granted request to cancel license and delete FM.

License for CP

KWPM-FM West Plains, Mo.—Granted license for CP (which authorized replacement of expired CP for new FM); Ch. 247, 3.4 kw, unl.

Modification of CP

KBLO Hot Springs, Ark. — Granted mod. CP for approval of ant., trans. location, specify studio location and change type trans.

WHP-FM Harrisburg, Pa. — Granted mod. CP to change type ant., overall height of ant. and change main studio address; ant. height 880 ft.

KLEA Lovington, N. M. — Granted mod. CP for approval of ant., trans. and studio location and change type of trans.

WTTV (TV) Bloomington, Ind. — Granted mod. CP to change TV station from Ch. 10 to Ch. 4; ERP from visual 0.28 kw, aural 0.14 kw to visual 100 kw, aural 50 kw; change type trans. and ant. system.

WCCO-TV Minneapolis, Minn. — Granted mod. CP for extension of completion date to May 1, 1953.

Granted STA

KOPO-TV Tucson, Ariz. — Granted STA to operate on commercial basis on Ch. 13 for period Dec. 3, 1952 to 3 a.m., EST, June 3, 1953.

KKTV Colorado Springs, Col.—Granted STA to operate on commercial basis on Ch. 11 for period Dec. 3, 1952, to June 3, 1953.

WFMJ-TV Youngstown, Ohio—Granted STA to operate on commercial basis on Ch. 73 for period Dec. 4 to March 11, 1953.

KROD-TV El Paso, Tex. — Granted STA to operate on commercial basis on Ch. 4 for period Dec. 4, 1952 to March 30, 1953.

Modification STA

KONA Honolulu, T. H.—Granted mod. STA to operate on commercial basis on Ch. 11 for period Dec. 4, 1952 to June 23, 1953.

Change Studio Location

WPAG-TV Ann Arbor, Mich.—Granted mod. CP to change studio location.

Extension of Completion Date

KITE-FM San Antonio, Tex.—Granted mod. CP for extension of completion date to 7-1-53.

December 9 Applications . . .

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KCMJ Palm Springs, Calif.; KMYR Denver, Col.; WGAA Cedartown, Ga.; WJOL Joliet, Ill.; KBUR Burlington, Iowa; KXIC Iowa City, Iowa; KFUO Clayton, Mo.; KBOA Kennett, Mo.; KNEM Nevada, Mo.; WLNH Laconia, N. H.; WMBO Auburn, N. Y.; KOCY Oklahoma City, Okla.; KSET El Paso, Tex.; WTWN St. Johnsbury, Vt.; WEMP Wilwaukee, Wis.

APPLICATIONS RETURNED

License Renewals

RETURNED following stations' request for renewal of license:

KSEK Pittsburg, Kan.; WCVI Connellsville, Pa.

December 10 Decisions . . .

ACTIONS ON MOTIONS

By Examiner H. B. Hutchison

Garden State Bcstg. Co., Atlantic City, N. J.—Granted petition for extension of time from Nov. 28 to Dec. 15, 1952, to file proposed findings of fact and conclusions of law in proceeding re application.

By Examiner James D. Cunningham

KOB Albuquerque, N. M.—Granted motion for continuance of hearing on application for extension of SSA from Dec. 10, 1952 to Jan. 21, 1953.

Aladdin Radio & Television Inc. and Denver Television Co., Denver, Col.—Granted motions for corrections in various respects in official transcript of record in proceeding re applications for CP's for new TV stations.

By Examiner William G. Butts

Kendrick Bcstg. Co., Harrisburg, Pa.—Granted motion to amend application for CP for TV station to make corrections respecting geographical coordinates of proposed station site, etc.

By Examiner Herbert Sharfman

Ridson Inc., Superior Wis., and Lakehead Telecasters Inc., Duluth, Minn.—Granted motion for continuance of hearing in matter of applications for CP's for new TV stations from Dec. 9 to Dec. 16, 1952, at 10 a.m., at Washington, D. C.

By Examiner H. B. Hutchison

Mid-Continent Television Inc., Wichita, Kan.—Granted petition to amend application for CP for new TV station for purpose of showing changes in estimated revenue and cost of operation of proposed station and in number of spot announcements proposed to be broadcast.

By Comr. Eugene H. Merrill

Chesapeake Bcstg. Co., Bradbury Heights, Md. — Dismissed petition of Dec. 1, 1952, to amend application to specify frequency 540 kc in lieu of 1540 kc, and to change location of main studio, and also amendment submitted by applicant on Nov. 24, 1952; initial decision was issued on Aug. 23, 1951, looking toward denial of application.

BY COMMISSION EN BANC

WIHL Hammond, La.—Granted CP to change frequency from 730 to 1400 kc and hours of operation from D to unl., continuing 250 w; conditions, including provision that change not be made until WLCS Baton Rouge, vacates 1400 for 910 kc.

KILO Grand Forks, N. D.—Is being advised that application for CP to change frequency from 1440 to 1060 kc, increase power from 500 w-N, 1 kw-LS to 5 kw unl., involves interference from KYW Philadelphia which indicates necessity of hearing.

December 10 Applications . . .

ACCEPTED FOR FILING

Modification of License

WNPT Northport, Ala.—Mod. license to designate station location as Tuscaloosa, Ala. instead of Northport, Ala.

Modification of CP

KBBA Benton, Ark.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location and change type trans.

WCON Cornelia, Ga.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

Extension of Completion Date

KTHS Little Rock, Ark.—Mod. CP, as mod., which authorized changes in existing AM, for extension of completion date.

AM—1060 kc

KXOC Chico, Calif.—CP to change from 1150 kc, 5 kw to 1060 kc, 10 kw. AMENDED to change power from 10 kw to 5 kw-N, 10 kw-D, DA-DN.

Extension of Authority

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National 8-7757

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MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 8-3984
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ADAMS 2-2261
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Consulting Radio Engineer
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1420 New York Ave., N. W.
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INSTALLATION-OPERATION
Television Engineering Since 1929
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JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA. 33 Elm Ave.
San Francisco 8, Calif. Mill Valley, Calif.
DOuglas 2-2536 *DUnlap 8-4871*

thority to transmit programs to CKLW Windsor, Ont.-Detroit, CBC o&o stations licensed by Canadian Minister of Transport for period beginning Feb. 28.

License Renewals

Following stations request renewal of license:

KRUX Glendale, Calif.; KPST Preston, Ida.; KROS Clinton, Iowa; KFJB Marshalltown, Iowa; WBRK Pittsfield, Mass.; KPRK Livingston, Mont.; KRJF Miles City, Mont.; KATO Reno, Nev.; KSIL Silver City, N. M.; WMSA Massena, N. Y.; KIHN Hugo, Okla.; WSAJ Grove City, Pa.; KNAF Fredericksburg, Tex.; WJMA Orange, Va.

Change Antenna Type

WMAQ-FM Chicago — CP to change type ant. from RCA to Collins, 37M-4, 4 sec.; overall height above ground from 625 to 758 ft.; ant. height above

(Continued on page 103)

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. C. Grimwood, Pres. Ralph J. Bitzer, Ch. Eng.
Chestnut 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1932

Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Managerial — assistant manager. Progressive Iowa station, excellent public acceptance. TV applicant-VHF channel. Opportunity for capable ambitious man with executive and sales ability, and willing to work. Stock interest available to right man. Box 266S, BROADCASTING • TELECASTING.

Excellent opportunity for salesminded young executive to become assistant manager of leading network regional affiliate in Northeast. Send complete resume and references. If not willing to pound pavements to produce sales, this is not your opportunity but if willing, excellent opportunity with salary and bonus commensurate with ability exists. Box 269S, BROADCASTING • TELECASTING.

Salesmen

Salesman for local accounts. Salary plus commission. Good market. Texas ABC station. Box 203S, BROADCASTING • TELECASTING.

Young woman with experience in news, copy, sales and sales promotion wants permanent position in sales department with progressive station on West Coast. Box 257S, BROADCASTING • TELECASTING.

Wanted — Experienced time salesman. 5,000 watt CBS affiliate. City 50,000. Give full details first letter. Box 267S, BROADCASTING • TELECASTING.

Will pay $90.00 weekly draw for top flight local salesman. Will assign block of house accounts immediately. Good, protected list of prospects in virgin market. Good man can earn in excess of $125.00 weekly. Must furnish excellent credit and business reference. Contact Randall McCarrell, Radio Station KBWL, Blackwell, Oklahoma.

Experienced, radio time salesman. Starting pay $100.00 weekly, must have car, experience, references. Contact Manager KCHJ, P. O. Box 262, Delano, California.

Nebraska. Radio time salesman wanted for position at KCOW, Alliance, Nebraska. Prefer young married man with car. Opportunity for advancement.

Salesman who can announce and who doesn't mind hard work and long hours when necessary. $91.50 for 6 day week if you know your business. Mail complete qualifications, references and disc to Jim Duncan, KSIL, Silver City, New Mexico.

KVER Albuquerque offers splendid opportunity for experienced salesman. Steady, reliable, persevering man can grow with progressive station. Outstanding in local programming and public relations. Ideal healthful climate year around. Business is second best in nation. Family man preferred. Billings assigned. Commissions. Give full particulars and references. Bert Arnold, KVER, Albuquerque, New Mexico.

Aggressive, experienced salesman for Florida daytimer. Only station in Florida featuring all-negro programming. Contact Herb Schorr, WFEC, Miami, Florida.

Phone salesman sell GBA campaigns for stations. Top comms., bonus. 727 Meriden Road, Waterbury, Conn.

Announcers

Newscaster plus regular announcing shift. Permanent. Texas location. Tell all. Box 202S, BROADCASTING • TELECASTING.

Iowa independent has immediate opening for announcer-engineer. $80.00 per week to start. Box 255S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Combo announcer-engineer, first class ticket with emphasis on announcing. Send photo, tape and history. They will be returned. 1 kw NBC affiliate located in capital city in heart of fishing and hunting country. Man must be permanent. Starting salary $95.00 per week. Box 248S, BROADCASTING • TELECASTING.

Somewhere there is an announcer-copywriter working for a 250 watt station who is ready to advance in his radio career. We are looking for such a man to work for a 5,000 watt CBS affiliate which takes special pains to provide advanced training. If you are the man write giving full details first letter. Box 264S, BROADCASTING • TELECASTING.

Needed: A good announcer, one who can sell, also some music library experience. Good working conditions, fine people to work with. Pay commensurate with your ability. One station market in the Midwest. Send disc or tape, photo, and resume to Box 271S, BROADCASTING • TELECASTING.

Wanted: Staff announcer for progressive independent, contact manager, KCFH, Cuero, Texas.

Good combo man needed by Southwest CBS affiliate. $91.50 for 6-day week if you know your business. Mail complete qualifications, references and disc to Jim Duncan, KSIL, Silver City, New Mexico.

5000 watt NBC affiliate in city of 15,000 needs experienced announcer with copywriting ability. Duties will include some continuity writing. Send audition, disc, photo, reference, and detailed letter giving background, marital status, salary expected and telephone number to Ray Beels, KVGB, Great Bend, Kansas.

Staff announcer—1000 watt indie. Send audition and full particulars to Chuck Moyer, Program Director, WACB, Kittanning, Pennsylvania.

WFNC, Fayetteville, North Carolina needs good announcer. Write Box 1230, Fayetteville, North Carolina giving age, experience, and references.

Unusual opportunity for afternoon personality DJ. Must do some staff announcing and have ideas for TV in near future. Send picture and tape to WIMA, Lima, Ohio.

Help wanted: Combination man. Heavy on announcing. Small station. Small resort town. $80.00. Forty Hour week. For details, call collect. Telephone Number 65, WKAM, Warsaw, Indiana.

Immediate opening—Experienced announcer. Permanent position. Disc or tape, photo first letter. WMLT, Dublin, Georgia.

Immediate opening at growing central Florida independent for announcer with first phone, opportunity to do selling too. Send complete details on background. WPLA, Plant City, Florida.

WSIP, Paintsville, Kentucky, needs two men immediately. First play-by-play, basketball, football, who will also do man on street and can handle news. Other man must be continuity writer-announcer. Excellent working conditions, good salary. Send tape, or record and background, or come in for personal interview.

Live wire independent needs personality staff announcer. Pay commensurate with ability. Contact WVSC, Somerset, Pennsylvania.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Help Wanted (Cont'd)

Wanted: Two or more announcers for TV-AM operation. Announcing experience necessary; AM combination experience preferred. Send photo, audition, salary requirements, background to Box 987, Lincoln, Nebraska.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Florida. First class engineer. No experience necessary. Box 116S, BROADCASTING • TELECASTING.

First class operator, preferably with experience and capable of assuming duties of chief in setting up maintenance schedule, handling proofs of performance, etc. 250 watt network affiliate in beautiful Shenandoah Valley. Send complete details including salary requirement, experience, etc. to Box 196S, BROADCASTING • TELECASTING.

AM-TV transmitter engineer for network station in Northeastern Ohio. Prefer man from Ohio-Western Pennsylvania area. Box 263S, BROADCASTING • TELECASTING.

Combination man. Better than average pay for dependable man with a good radio voice. Friendly town of twenty thousand, ideal for family man. Contact Mr. Herbert Lee or Mr. Palmer Dragsten, KDHL, Faribault, Minnesota.

Chief engineer to announce approximately 20 hours weekly net station. Ideal living conditions. Start $80.00. Inquire KLEA, Lovington, New Mexico.

Independent metropolitan Washington, D. C. station needs immediately first phone engineer experienced in studio operation. Modern building, latest equipment, pleasant staff and good pay. WARL, Arlington, Virginia.

Engineer with first class ticket wanted immediately. Experience not entirely necessary. Good pay. Ideal place to live. WBBO, AM and FM, Forest City, North Carolina.

Operator with first class license. No experience necessary. WEAV, Plattsburg, New York.

Chief engineer, CBS 250 watter with TV application, Fayetteville, North Carolina. Salary $325.00-$350.00 monthly with insurance, hospitalization, vacation, other benefits. WFAI, Phone 2-8131.

Immediate opening—Experienced engineer-Chief's job open. WMRI, Marion, Indiana.

First phone: transmitter operator, WSYB, Rutland, Vermont.

Immediate opening, first phone engineer, inexperienced applicants considered, 1000 watt daytime station, give full resume first letter. Write WWYO, Pineville, West Virginia.

Production-Programming, Others

Continuity writer for Southern metropolitan radio-TV station. Must have strong sell and ideas. State experience, reference, personal history, and minimum salary first letter. Box 150S, BROADCASTING • TELECASTING.

A well established medium sized firm representing radio and television stations seeks a young man, replies in confidence, with New York time buying or representation experience. Give complete details in letter. Box 268S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Continuity writer — Must be able to write selling commercials. Send complete information present salary, past two employers, education and experience, together with photo and sample of continuity to Wayne Cribb, General Manager, Radio Station KHMO, Hannibal, Mo.

Wanted: Copywriter to also announce women's programs. Start at $50.00. State experience, personal history. Berney Burleson, WETB, Johnson City, Tennessee.

Copy writer or combination copy writer-announcer. WGEM, Quincy, Illinois. Wire, phone, write details.

Television

Announcers

$80.00 a week for good announcer strong on "sell" and DJ. TV future in good Midsouth market. Send complete details in first letter. Replies confidential. Box 763R, BROADCASTING • TELECASTING.

TV Technician with TV schooling or broadcast experience. Southwest. Enclose full particulars, recent photo desirable. Box 180S, BROADCASTING • TELECASTING.

Production-Programming, Others

Television news teacher needed in large university journalism school, beginning February. Television news experience essential. Chance for graduate work. Box 189S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Manager available immediately. Will invest in station or purchase entire interest. Twenty years enviable record in economical operation, production, sales both radio newspaper. Forget absentee ownership worries. Prefer Western location. Box 245S, BROADCASTING • TELECASTING.

Combination manager - chief engineer available immediately. Experienced in applications, insulations and operation. Permanent position only. Box 270S, BROADCASTING • TELECASTING.

Salesmen

Announcer deep rich melodious voice. Versatile talents. Program sales ideas can make $$$ for you. R. Deck, Buffalo, New York, 23 Oxford, Phone GR. 2239.

Announcers

Young man, 21, college graduate, desires broadcasting job. Will do any work but sports is specialty. Limited commercial experience. Available immediately. Box 107S, BROADCASTING • TELECASTING.

Announcer, versatile, sports specialty, control board operator. DJ, married. Willing to settle small community. Available immediately. Box 212S, BROADCASTING • TELECASTING.

Thoroughly experienced mature announcer, capable all phases. Please investigate this. Box 230S, BROADCASTING • TELECASTING.

Announcer-salesman. Twelve years experience including management. Announce, write, sell. Interested in Television. Livable salary. Prefer West but all offers considered. Box 236S, BROADCASTING • TELECASTING.

Announcer - engineer, first phone, worked three stations, all phases. Employed, prefer change South. Degree, 25, married. Strong news, commercials. Box 237S, BROADCASTING • TELECASTING.

Hillbilly DJ with national recognition wants change to power station or promotion and talent minded local in large market. Now in South. Box 238S, BROADCASTING • TELECASTING.

Extensive commercial experience announcing, news, sales-promotion. Ability tops. Seek progressive operation. Box 249S, BROADCASTING • TELECASTING.

Presently employed announcer - program director. Prefers medium or large market. Northeast. $85.00. Box 250S, BROADCASTING • TELECASTING.

XUM

Situation Wanted—(Cont'd)

Announcer-PD, 5 years experience, deep voice, excellent quality, must be quality station. Box 251S, BROADCASTING • TELECASTING.

Announcer: 3 years educational, commercial. B. S. Degree, major in radio speech, DJ, newscast, MC, special events, commercial announcing that sells, and character voices. Prefer Midwest. Available immediately. Box 252S, BROADCASTING • TELECASTING.

Announcer, ambition plus, heavy on news and commercials. All data supplied. Tape, photo, etc. Box 258S, BROADCASTING • TELECASTING.

Announcer—Four years experience with emphasis on newscasting. Want to locate fifty miles from Philadelphia. Tape and info on request. Box 259S, BROADCASTING • TELECASTING.

Announcer, 26, news, sports, disc jockey-control board operator. Some experience—versatile, capable and reliable. Married, draft exempt, free to travel. Wants to settle small community. Resume, photo, disc on request. Peter Franklin, 73 Propp Avenue, Franklin Square, Long Island, New York. Floral Park 2-6286.

Announcer. Clear, mature selling voice. Good interpretation. Three years university; announcing school. Five months commercial board and mike experience, including net. Midwest. Charles May, 4001 Bell, Kansas City, Missouri.

Technical

First phone. CREI graduate. 4 years control room and transmitter. Chief 3½. Single, draft exempt, car. North only. 2 weeks. Box 191S, BROADCASTING • TELECASTING.

Combo man with first ticket, 2 years training and experience. 25 years old, married, veteran, has car, will travel. Box 231S, BROADCASTING • TELECASTING.

Veteran, 23, completed radio-TV school; has first phone. Tape and photo on request. One year production experience Hollywood TV station. Prefer Western states. Box 232S, BROADCASTING • TELECASTING.

Chief engineer, construction experience, announcer, copywriter, presently PD. High calibre, educated, family man. Draft exempt. Box 244S, BROADCASTING • TELECASTING.

Available immediately: Engineer, eight years, 28, first class license, car. Permanent. $75.00. Mr. Engineer, 206 Furman Street, Syracuse 5, New York, 75-8913.

Engineer—8½ years studio & AM-FM transmitter to 5 kw. S. Geller, 537 45th Street, Union City, New Jersey.

Veteran, married — first phone. Six months experience WNYC-transmitter, studio, master control, recording, remotes. Living wage necessary. Available January 1st. Benjamin Greenberg, 2283 Coney Island Avenue, Brooklyn 23, N. Y., ES 6-8101.

Radio operator—First phone license. 8 months experience, willing to travel. Harry Kraft, 1037 Creger Avenue, Union, New Jersey.

Situations Wanted—(Cont'd)

Transmitter operator. License plus broadcast experience. Qualified technician available reasonably because various factors. Please specify requirements. Lewis Sherlock, Box 891, Denver 1, Colorado.

Production-Programming, Others

Need girl, staff-writer? Script writing, continuity, promotion, and general secretary experience, both radio and TV. Available January 1. Box 155S, BROADCASTING • TELECASTING.

News director, 50 kw station, aims at market over 150,000, with TV or TV-outlook. Seeks station with energetic news attitudes, especially toward local and regional direct coverage. Box 183S, BROADCASTING • TELECASTING.

Available woman! I want to help you produce better women's programs. 3 years experience writing continuity, producing and airing women's sport shows, sidewalk interviews, fashion programs. Presently employed with 5,000 watt network affiliate. BA degree, single, will travel anywhere. Prefer West or Midwest. Box 234S, BROADCASTING • TELECASTING.

Top local newsman, 30, proven money-maker, eight years experience includes TV, crisp air delivery, veteran reporter, now metropolitan editor looking for change. All three-figure offers considered. Box 239S, BROADCASTING • TELECASTING.

Baseball play - by - play. Experienced radio and TV sports announcer-producer-director available for major or high minor baseball position. Tape and picture on request. Box 242S, BROADCASTING • TELECASTING.

Attention! Sport pro director, 5 years experience all phases sports. Available immediately. Send full particulars first letter. Draft exempt. Box 256S, BROADCASTING • TELECASTING.

Need a sales-minded PD? An expert ad-libber, professional musician, piano and organ, production man, good DJ. I'm available. Box 260S, BROADCASTING • TELECASTING.

Television

Announcers

Baseball for TV. Announcer and director available. Box 243S, BROADCASTING • TELECASTING.

Technical

Engineering supervisor of TV studios and remoted desires position as chief engineer with TV station in West. Excellent background, proven ability and best of references. The man you need to build your engineering department from CP to a well organized, efficient operation. Box 186S, BROADCASTING • TELECASTING.

Production and art. Handled all phases of production on over 1,000 hours of TV shows. Artist-designer 7 years. Professional education in design, TV. Versatile, imaginative. Veteran. Box 235S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

TV film — Thoroughly experienced in programming, procurement & operations. Now with top company. For details write Box 241S, BROADCASTING • TELECASTING.

Production-Programming, Others

Television program director, production manager, 2½ years experience, programming, production—live and film, writing, film procurement and cutting. Radio program director 4 years. Box 253S, BROADCASTING • TELECASTING.

Administrative, sales and program man. Over nine years experience in media. Presently employed by major network in Hollywood. Desirous of lucrative promising future which lower bracket network employees do not enjoy. College graduate, under 30 years, fulfilled military requirements. Single, will travel anywhere. Box 265S, BROADCASTING • TELECASTING.

For Sale

Stations

Rocky Mountain. Single station market. 250 watt affiliated. Nets $20,000.00 year average. Bargain. Box 233S, BROADCASTING • TELECASTING.

Only radio station Northwestern town 8,000 population. Grossing $72,000.00 annually, netting $22,000.00. Confidential. Box 247S, BROADCASTING • TELECASTING.

Equipment, etc.

Modernization program lists following as surplus: 200 ft. guyed tower, extra heavy, complete. 2 Gates SA-10 monitor amplifiers, excellent condition. 1 Gates SA-20 line amplifier in good condition. 1 General Radio Modulation monitor, needs recalibrating. 1 RCA limiter, 1 year old, good condition. 1 Gates SA-22 cuing amplifier, excellent condition. 200 feet ⅞ inch rigid coax, 20 foot sections. Radio Station KGNO, Dodge City, Kansas.

5 kw American modulation transformer, heavy duty; PRI. 4660-4660 ohms; sec. 8400 ohms; 1.5 amps. Max Peak DC PRI. $500.00 F.O.B. Ogden, Utah, Radio Station KLO.

Wanted to Buy

Stations

Wanted to Buy—By reliable party, 250 or 1,000 watt station, daytime or full-time, in North or South Carolina. All replies held strictly confidential. Send full details to Box 246S, BROADCASTING • TELECASTING.

Purchase station in Western area or part interest with management contract. Best personal and financial references. Write or wire Morgan, KLO, Ogden, Utah.

Equipment, etc.

Two 944 MC Dish antennas, STL transmitter and receiver. Interested in any part. Box 220S, BROADCASTING • TELECASTING.

Any or all equipment including 200' tower and transmitter for 1 kw station. W. A. Wynne, Rocky Mount, North Carolina.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesmen

We have two salesmen; one earns $20,000.00; the other $14,000.00. No ceiling on earnings for another top man. Good market and top station. If you can sell in a competitive market, send complete resume to Box 208S, BROADCASTING • TELECASTING. All replies confidential.

SALESMAN

for one of the largest radio and TV reps to call on advertisers and agencies in New York City. In reply state age, experience, references and salary. Box 272S, BROADCASTING • TELECASTING.

Situations Wanted

Production-Programming, Others

SENSIBLE • CREATIVE • EXPERIENCED

Here's the man you're looking for! Twelve years experience as newscaster, announcer, producer, MC, packager, agency and sales. I've handled talent and clients. One of Chicago's first TV performers. Associate member NARND. Audition material and references, ad infinitum. Qualified for executive position, AM-TV, agency. Available after holidays. Particularly interested in wholesome home and future for family. Small sum for investment. Let's go! ! ! Box 254S, BROADCASTING • TELECASTING.

MATURE JUDGMENT

Radio and newspaper executive with long, successful record advertising, sales, campaigns, business management. (Just sold Florida properties). Background: campaigns, program ideas, agency copy writing. Former NY columnist, narrator and radio commentator, CBS, NBC and MBS. Former feature writer, AP, UP and INS, Chicago, Cincinnati, Cleveland, Detroit, New York, and Florida. Have money to invest if required. Will consider any interview towards prospective employment or deal. Box 261S, BROADCASTING • TELECASTING.

Television

Managerial

EXPERIENCED TV EXECUTIVE (31) seeks connection as sales manager or assistant manager new tele station. Excellent background in TV sales including 3 years national spot level and 2 years successful TV station. A personable, competent producer experienced all executive phases of TV. Available immediately. Box 3S, BROADCASTING • TELECASTING.

MANAGER *RADIO OR TELEVISION or both*

I'm looking for a challenging position, either with an established operation or a new enterprise. I have had more than 20 years experience in broadcasting, and in almost every phase of its operations. I know sales programming. I know costs.

After a period in Federal Government (where I learned about what makes Washington tick) I am now looking for a chance to put my experience to good use on a long-term basis.

I'm community and public service-minded, stable. I know agencies and accounts, (I've been on both sides of the field.) Money is definitely an object, but the potential is more important. Prefer West Coast, but I'm prepared to go anywhere. Facts and references available on request.

Write or wire Box 262S, BROADCASTING • TELECASTING.

Long established company in broadcasting field interested in purchasing substantial share of VHF TV station now operating or about to be constructed. Write Box 195S, BROADCASTING • TELECASTING

Situations Wanted—(Cont'd)

Production-Programming, Others

TELEVISION PROGRAM DIRECTOR

Five years practical experience all phases of television. College graduate. Invaluable, diversified background in television, theatre and motion pictures. Now employed with important, profitable network affiliate. Thorough knowledge of programming and production. Top references. Desire to associate with new organization on a top position where my experience will be of greater value. Box 240S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

GENERAL MANAGER

AVAILABLE JANUARY 1, 1953

I am a station manager with 20 years in the business. I am interested in taking over an existing property, or building a new one in radio or television, or both. Although I am 41, my experience includes 11 years with a basic 50,000 watt network affiliated station, growing up with the property. For the past nine years have operated a major independent in one of the country's biggest and most competitive markets. The station is now No. 1 in its area.

I have been active in industry affairs and know my way around the agencies in the East, Midwest and West Coast. Plenty of references, including present employer. Wire or write Box 216S, BROADCASTING • TELECASTING.

Strictly Business

(Continued from page 18)

RCA Victor to sell television sets, using the slogan, "More people buy RCA Victor than any other television."

The present RCA Victor network radio and TV schedule, all on NBC, includes two Sunday shows, the *Phil Harris-Alice Faye Show* on radio, 8-8:30 p.m. promoting the sale of radios, records and TV sets, and *The Kukla, Fran & Ollie* show on TV, 4-4:30 p.m. for the sale of radios, records and Victrola phonographs. The new *Dennis Day Show* is televised on Friday, 8:30 p.m. promoting the TV sets, RCA Service and tubes.

Unlike most advertising directors, Mr. Coffin is in a consultive rather than operating capacity on campaigns, media and merchandising. He supervises the division's radio and TV programs, handling the allocation of commercial time to the various company products.

Expenditures by distributors and dealers on radio and TV are comparable percentage-wise to that spent by the factory.

Mr. Coffin was born in Greenwich, Conn. He attended St. Paul's School in New Hampshire and in 1929 entered Yale U., majoring in chemistry. He left college to get married and take his first position, which was in the warehouse of A & P in New York. He advanced to advertising manager of products manufactured by the chain. After four years, he left to enter the agency field as an account executive for Sherman K. Ellis Inc. In 1938 he became advertising manager of Carstairs Distilling Co., but later returned to Ellis (now C. J. LaRoche) to handle liquor and food accounts.

In 1942, Mr. Coffin took a government post as regional chief of a materials section of the War Production Board. Two years he was back in the advertising business associated with McCann-Erickson Inc. agency in New York. In 1949 his advertising and merchandising know-how took him to RCA Victor and into his current position.

Mr. Coffin resides in Haverford, a main line suburb of Philadelphia. He is married to the former Barbara Bersbach. They have four children.

For Sale

Equipment, etc.

FOR SALE

1 kw AM transmitter, W. E. type - 443A1.

J. C. BIDDY

1624 N. W. 35th St., Oklahoma City, Oklahoma. Telephone Jackson 5-3837

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights?

We're ready

J. M. HAMILTON & CO.

PAINTING • ERECTING MAINTENANCE • YEARS OF EXPERIENCE

Box 2432, Tel: 4-2115, Gastonia, N. C.
316 Briland St., Tel: King 8-8230, Alexandria, Va.

SALES MANAGERS

Tap new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Ass'n. of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

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James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

QUEBEC TV CENSORS

Federal-Province Fight Brews

LEGISLATION for control of television films and programs by the Quebec provincial cinema censors board was passed by the upper house of the Quebec provincial legislative council on December 4. Government leader Edouard Asselin said the province was not ready to yield without a fight what it believes to be its rights in TV. The Quebec provincial government feels that all TV films, as well as live shows, should be censored by its moving picture board.

The federal government has announced that should the Quebec government pass legislation giving it power to censor TV programs, it will appeal the law to the Supreme Court of Canada, which has ruled, along with the Privy Council in England, that radio is a federal matter, and Ottawa feels that television comes under the term of radio.

SPORTS EVENTS

TV Stimulates—Barber

TELEVISION in the long run will stimulate rather than hurt attendance at sports events, Walter (Red) Barber, CBS counselor on sports, told an audience at Town Hall, New York, fortnight ago.

Mr. Barber's views on the effect of television on sports attendance were given in answer to a question at the end of his hour-long lecture on "My Philosophy of Sports Broadcasting." He voiced the opinion that television would follow in the steps of radio and ultimately serve as a magnet that would draw spectators to the stadia.

Explaining that television, like radio, will make new fans for sports, the sportscaster declared they will not be satisfied with limitations that TV necessarily imposes on sports coverage. He cited the example that some fans might be interested in watching activity in a certain part of the field, or of a particular player, that the camera might overlook.

In his lecture, Mr. Barber said his philosophy of sports broadcasting is based on the proposition that he is a reporter and not a fan, a player, an umpire, or a club official. He stressed that his job is to report facts and said he accomplishes this task by losing himself so completely in the game that he is not influenced by other factors.

A recording of his lecture is to be made available to the Armed Forces Radio Network stations overseas.

READER SURVEY

On NCAA Plan by 'Inquirer'

TO LEARN the opinion of its readers on the question of telecasting of college football games, the *Philadelphia Inquirer* invited them to write a letter supporting either the one-game-a-week policy of the NCAA TV Committee or an unlimited telecast system.

The newspaper reported that it would publish the outstanding letters—of 50 words or less—on its sports pages. To provide readers with background of the controversy, the *Inquirer* published in its Dec. 1 issue comments by Asa S. Bushnell, director of the 1952 NCAA TV Committee, and the Rev. Edmund P. Joyce, CSC, executive vice president of Notre Dame U. and a critic of the NCAA TV college football program [B•T, Nov. 17, et seq].

Sets in Canada Down

FACTORY shipments of radio receivers in Canada for the first eight months of 1952 totaled 297,800 sets valued at $27,311,000, according to the Dominion Bureau of Statistics. During the same period factory production totaled 265,500 sets. During the same 1951 period production totaled 440,000 sets and shipments amounted to 304,000 sets valued at $34,304,000.

XUM

Daytime Lighting

(Continued from page 73)

run up most of the tower to accommodate servicing. Power from the TV transmitter would be run up the structure via 1,800 ft. of 6⅛-inch RCA coaxial cable.

The tower and guy wire rigging will require a plot of 100 acres, the application indicated.

The proposed operation would provide TV service to an area of 10,067 sq. mi. and population of 1,263,047 persons in the Grade A contour and an area of 18,261 sq. mi. and population of 1,422,773 persons in the Grade B contour. Minimum field strength over Dallas would be 91 dbu.

Cost of the antenna system is given in the application as $833,000. RCA transmitter will cost $212,000. Buildings will cost $50,000 and other items, including $2,435 for frequency and modulation monitors, total about $115,000. Total cost of the project is given as in excess of $1.2 million.

Among the expenses are included items of $8,000 for an H type marker and $35,000 for dual studio-transmitter links. The H type marker is an aviation radio warning device which would operate non-directionally in the 200-400 kc band.

The application pointed out WFAA-TV is willing to accept a grant of its bid subject to the condition that it will provide whatever daytime lighting requirement that may be adopted by the Commission and CAA for towers of that height.

The proposed site is acceptable to the regional airspace subcommittee, WFAA-TV's application said, except for the problem of daytime lighting. The proposal was considered in early September. At that time, Mr. Cullum explained, the height requested is the "absolute minimum required to afford the desired TV coverage in both Dallas and Fort Worth for the four commercial channels allocated in the vhf band."

The site is the result of two years' intensive study of the local area to find a suitable location. An earlier proposed site two miles south of Grand Prairie was opposed before the airspace subcommittee last February on grounds of being too close to the Navy air station at Dallas.

At present, the tallest self-supported TV antenna in the world is that of WSB-TV Atlanta, 1,062 ft. in height. The Empire State Bldg. and its TV antennas hit the 1,470 ft. mark.

The Air Force has a 1,212 ft. tower for loran studies at Rome, N. Y.

MUTUAL headaches of these Massachusetts and Connecticut uhf TV grantee representatives, who expect to have their stations on the air by early 1953, are discussed at a meeting of 500 retail TV set dealers sponsored by Stern & Co., Zenith distributors, in Hartford. They are (l to r): Edward Waller, WATR-TV Waterbury, Conn.; Alan C. Tindal, WWLP (TV) Springfield, Mass.; Peter Kenney, WKNB-TV New Britain, Conn., and Patrick Montague, WHYN-TV Holyoke, Mass.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH DECEMBER 11

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,358	2,340	161	843	177
FM Stations	622	579	77	20	5
TV Stations	117	98	147	974 *	242

* Filed since April 14, of which 144 have been granted.

FOR TELEVISION GRANTS AND APPLICATIONS, see page 82.

Non-Docket Actions . . .

TRANSFER GRANTS

Listed by States

WFPA Fort Payne, Ala.—**James L. Killian.** Granted assignment of license to **George A. Gothberg Jr.**, general manager of WFPA, for $15,000. From 1950 to 1952 Mr. Gothberg was free-lance disc m.c. for WJMO WSRS WERE Cleveland and owned Radio TV Workshop Talent School (now discontinued). Filed Oct. 6, 1952; amended Oct. 18; granted Dec. 10.

KGLN Glenwood Springs, Col.—**Rex G. Howell.** Granted assignment of license to KGLN Inc., new corporation composed of **Rex G. Howell** (former 100% owner as individual), who will own 51%, and **Jerry Fitch,** who will own 49% of stock in corporation. Mr. Fitch will pay $9,800 for his interest in the new corporation; he is resident manager of KGLN. Filed Nov. 18, 1952; granted Dec. 10.

WCFV Clifton Forge, Va. — **Clifton Forge Bcstg. Corp.** Granted transfer of control to **E. T. Nicely, C. T. Lawler** and **W. G. Mathews Jr.** (Comr. Hennock dissented). Stock transfer and absorption of debts. Granted Dec. 10.

WNNT Warsaw, Va.—**Northern Neck & Tidewater Bcstg. Co.** Granted assignment of license from Grayson Headley, individually, and Charles E. Stuart Jr. and Mrs. Elizabeth P. Stuart, co-executors of Estate of Charles E. Stuart, deceased, to **Grayson Headley** for $18,750. Mr. Headley, who owned station when it began broadcasting, later sold 50% interest to Mr. Stuart; however, Mr. Headley continued to hold office of president and continued as general manager during time the late Mr. Stuart owned half-interest. Now Mr. Headley is buying the 50% interest he originally sold to Mr. Stuart from the executors of Mr. Stuart's estate. Filed Nov. 14, 1952; granted Nov. 10.

AM GRANTS: FCC made no grants for new AM stations last week.

New Applications . . .

TRANSFER REQUEST

KRSC Seattle, Wash.—Assignment of license from Radio Sales Corp. to **J. Elroy McCaw.** Assignee is sole stockholder of assignor and assignment was occasioned by the termination and/or alteration of those factors and considerations which made the corporate guise a desirable and essential method of operation. No monetary consideration; change from corporation to individual only and no actual change of ownership or control. Filed Nov. 21.

FCC Actions

(Continued from page 99)

average terrain from 610 to 656 ft.

WRC-FM Washington, D. C.—CP to change type ant. to Collins, 37M-8, 8 sec.; ant. height above average terrain to 410 ft.

WSTP-FM Salisbury, N. C.—CP to change type ant. to Andrew 1304, 4 sec.; ERP to 2.88 kw; output power of trans. to 1 kw.

Change ERP

KFUO-FM Clayton, Mo. — CP to change ERP from 6.7 kw to 7.14 kw; ant. height above average terrain from 250 to 321 ft.

License for CP

WFUM (FM) Flint, Mich. — License for CP, which authorized new FM.

WFOB-FM Fostoria, Ohio — License for CP, which authorized changes in licensed station.

CBC's Most Powerful

WHEN Canadian Broadcasting Corp. builds its $1 million TV station at Winnipeg next year, it will be the most powerful in Canada, according to J. F. Hayes, CBC's assistant director of engineering in charge of TV. He said the station will have an effective power of 50 kw and a range of 75 miles. Present CBC TV stations at Toronto and Montreal have effective power of 17 kw.

ABC ASKS

KOB Case Clarification

REQUEST for clarification, changes and enlargement of the issues in the scheduled hearing regarding the renewal of the special service authorization for KOB to continue its 11-year "temporary" operation on clear channel 770 kc [B•T, Nov. 10] was made by ABC last week. ABC's WJZ New York is assigned to 770 kc.

At the same time, the Dec. 10 hearing date was postponed to Jan. 21 by Hearing Examiner James D. Cunningham.

ABC asked that the issues set forth by the FCC be changed in these respects:

1. **Instead of day and nighttime coverage, nighttime coverage only should be at issue. Daytime coverage is not significant, ABC said.**

2. **That return of KOB to 1030 kc should be considered not only with 10 kw power, but also 50 kw, nighttime directional. KOB's official license is for 1030 kc with 10 kw. It has never operated on that wavelength.**

3. **Objectional interference to WBZ Boston, Westinghouse station on 1030 kc, be limited only to new interference from KOB with 50 kw, not just that occurring from 10 kw operation.**

4. **That skywave overlap of Westinghouse stations KYA Philadelphia, KDKA Pittsburgh and WOWO Fort Wayne as well as WBZ Boston be made an issue. Factor would permit ABC to show that any losses suffered by WBZ through operation of KOB on 1030 kc would be compensated by coverage from other Westinghouse stations, brief stated.**

5. **Add another issue concerning possible other frequencies KOB might be assigned to in addition to 1030 kc and 770 kc.**

ABC also answered a Westinghouse petition two weeks ago seeking reconsideration of the FCC's decision to hold a hearing on the KOB case [B•T, Dec. 8]. Westinghouse urged the Commission to confine the hearing to an extension of KOB's SSA on 770 kc. If the Commission is determined to include the 1030 kc issue, Westinghouse asked that a permanent solution be found to the KOB problem.

ABC opposed Westinghouse's request that the Commission reconsider its decision to call a hearing, but did concur that one of the issues in the hearing be the consideration of other frequencies to which KOB might permanently be assigned.

RCA'S THESAURUS subscribers were sent two special New Year's shows last week, according to RCA Recorded Program Services. One is a two-hour New Year's Eve *Dance Party*, featuring music by well known orchestras, and the other is a half-hour program of popular standard songs of past 10 years.

KLIX IS KLICKIN'

SNADER SUIT

Hearing Set for Today

HEARING is set in Los Angeles Superior Court for today (Monday) on an amended complaint by Louis D. Snader charging his fellow part-owners in Snader Telescriptions Sales Inc., Alexander Bisno and Samuel Markovitch, with conspiracy and fraud.

Judge Frank Swain in late November had instructed Mr. Snader to return an amended complaint on grounds the original one was too vague. Mr. Snader in the original complaint had sued to prevent Messrs. Bisno and Markovitch from selling 750 Snader Telescriptions to Ben Frye of Studio Films Inc., Cleveland, and asked for dissolution of the corporation.

The amended complaint adds as defendants United Television Programs, which distributes the Snader films; UTP President Gerald King, Mr. Frye and 103 limited partners, and asks for declaratory relief and an accounting of funds.

STS Treasurer Bisno, director Markovitch, and Mr. Snader, himself, among others, are defendants in a suit set for hearing Dec. 30. It was filed last Tuesday in Los Angeles Federal Court by Reuben R. Kaufman, former STS president.

Charging a conspiracy between Messrs. Bisno and Markovitch to destroy STS, Mr. Kaufman claims Mr. Bisno spent $750,000 without a full account, spent $25,000 of working capital without authorization, drew $6,500 of corporation funds for himself and kept company money in his personal account.

Time of Alleged Fraud

Now president of Guild Films Inc., New York TV film distributors, Mr. Kaufman claims the fraud took place while he was president of the firm at a $25,000 annual salary. He charges STS received $2.1 million income up to last May, while spending $1.8 million, and demands an accounting of the $300,000 difference. STS owns distribution rights to 800 TV musical musical shorts, a *Dick Tracy* half-hour film series and several Korda pictures.

Asking for removal of Messrs. Bisno and Markovitch from the STS board of directors, Mr. Kaufman's suit also seeks an injunction from further distribution of the firm's funds, an accounting of "secret profits," damages, and appointment of a receiver for the firm.

Other defendants in Mr. Kaufman's suit are STS, BSM Telescriptions, Snader Distributing Co., Mr. Frye, Studio Films, UTP, Bisno Telefilm Sales, Henry Bisno, Nathan Dicker and Sidney Dorfman.

BARBARA WELLES, WOR-AM-TV New York women's commentator, will broadcast in French on special Voice of America program today (Monday), giving her impressions of her recent trip to France and comments on role women play in France.

WDOK Cleveland, at an informal ceremony last month, had the pleasure of burning an $88,000 mortgage on its broadcasting equipment. Present were (seated, l to r) Walberg L. Brown, vice president-general manager, and R. Morris Pierce, president; standing (l to r) are Carl V. Bradford, manager, RCA Cleveland office; Fred Wolf, WDOK treasurer, and James Keachie, area RCA sales representative. Mr. Brown resigned from WDOK last Monday and was succeeded by Harry Camp [B•T, Dec. 1]

Hearings on TV Applications

(Continued from page 74)

Amusement Co. to enter the hearing. Jefferson Amusement Co. is controlled 50% by United Paramount Theatres but this interest is being dissolved.

The other Ch. 4 applicants are Smith Radio Co. and Port Arthur College. They are in dispute presently over Smith Radio's plan to take depositions of individuals connected with the college and its commercial station, KPAC Port Arthur. The school contends Smith Radio seeks to adduce evidence that is negative against the school rather than affirmative evidence in support of the Smith Radio bid.

The Fort Wayne, Ind. uhf Ch. 33 case was completed by Examiner Fanney N. Litvin last week except for certain exhibits. On Jan. 12 she is to begin the Canton, Ohio, uhf Ch. 29 proceeding.

The Duluth, Minn.-Superior, Wis., vhf Ch. 6 hearing resumes Tuesday before Examiner Herbert Sharfman with presentation of non-technical evidence. The Duluth-Superior Ch. 3 case has been continued to Feb. 17.

The Wichita vhf Ch. 3 hearing continues before Examiner Hugh B. Hutchison while the vhf Ch. 10 proceeding for that city has been recessed until Feb. 10.

Examiner J. D. Bond has not been assigned any TV cases while newly appointed Examiner Gifford Irion has been designated to preside at a common carrier case beginning Tuesday. Examiner Leo Resnick, who recently recommended approval of the proposed ABC-United Paramount Theatres merger and contingent cases, has not been assigned another case.

CANADA POLICY

One TV Station per Area

TO SPREAD TV as widely as possible, the Canadian government has announced only one CBC or privately-owned station will be licensed in any one area at present, with the latter required to carry national programs, but free to carry other programs and advertising.

Legislation is to be introduced soon to grant CBC another $5 million loan to build TV stations at Halifax, Winnipeg and Vancouver. A TV repeater station now is being built by CBC at Ottawa.

Opposition speakers in the House of Commons said government policy should have been the opposite, with CBC putting stations in areas not economically able to support TV under private enterprise. They also stated that there should be competition with existing Canadian stations.

CLOSED CIRCUIT

Armstrong Uses Colorcast

COLOR equipment was used last Wednesday by the Armstrong Cork Co., Lancaster, Pa., in a closed circuit demonstration for more than 500 wholesale distributors of its commercial products.

The color telecast was piped to the 31st annual convention of the firm's floor division product distributors two miles away. They watched demonstrations of the company's 1953 linoleum patterns on some 16 large-screen color receivers. Colorcast equipment was supplied by Smith, Kline & French Labs. direct from the American Medical Assn. convention in Denver.

The telecast originated in the "Armstrong Idea House" on the edge of Lancaster and was carried by coaxial cable and microwave signal to the convention auditorium.

THEATRE TV

Has Busy Week in Showings

CLOSED circuit theatre television gained momentum last week with coast-to-coast telecasts of a sales conference by James Lees & Sons Co., Bridgeport, Pa., on Monday and of the entire Metropolitan Opera Co., performance of "Carmen" on Thursday evening.

Both telecasts were carried by the facilities of Theatre Network Television. A TNT spokesman pointed out that "Carmen" was seen in 31 theatres in 27 cities and that 20 additional theatres could not be accommodated because of the unavailability of AT&T Lines.

The opera was viewed in theatres in the following cities: New York; Fort Lee, N. J.; Lynn, Mass.; Boston; Asbury Park, N. J.; Richmond; Pittsburgh; Toledo; Cleveland; Chicago; Minneapolis; Milwaukee; Omaha; Des Moines; Denver; Salt Lake City; San Francisco; Los Angeles; Hollywood; Buffalo; Kansas City; Philadelphia; Detroit; Baltimore; Albany; Cincinnati, and Sacramento.

TNT said the performance marked the first time that an opera was telecast into motion picture theatres. The opera featured such singers as Rise Stevens, Richard Tucker, Robert Merrill, and Nadine Conner.

Benefits of Telecast

Net proceeds from the telecast will benefit the Metropolitan Opera Assn., TNT said. Admission prices ranged from $1 to $4, depending on the theatre and locality.

Henry Souvaine was producer and Clark Jones the director of the production. DuMont cameras and technical crews were used.

TNT and the association currently are conferring on plans for two more opera telecasts but no arrangements have been concluded.

The Lees conference was telecast to 18 motion picture theaters in 17 cities from 12 noon to 1 p.m. last Monday. The program included talks by company officials on 1953 production, advertising, merchandising and promotion plans, plus a statement of company policy by J. L. Eastwick, president of Lees.

Opening the program was Kate Smith, who greeted top management, buyers and retail sales personnel of the Lees company. Later that day, Lees began sponsorship of a Monday quarter-hour segment of the *Kate Smith Hour* (NBC-TV, Mon.-Fri., 4-5 p.m. EST).

The conference originated in NBC-TV's studio 8G in New York. Herbert Sussan was producer-director.

Some criticism was voiced on the demonstration. One source stated: "Our reaction was negative. The mechanics left a lot to be desired, the eyestrain was terrific and the quality of reproduction was bad."

KAL, EHRLICH & MERRICK Inc. has commissioned Phil Davis Musical Enterprises to originate a musical trademark for Heurich Brewing Co.'s Old Georgetown Beer.

XUM

TV's Spread and Impact to Be Studied

(Continued from page 27)

bring wider expression from the public [B•T, Dec. 1]. As revised the code symbol now reads:

NARTB
Television Code Board
Box 1711
Washington 4, D. C.
Seal of Good Practice
Entertainment
Information
Education

The seal is displayed frequently by all code subscribers. The new seal, to be issued soon, will look much the same as the present design and will be based on the wreath-shield motif.

Thad H. Brown Jr., NARTB television director, submitted a series of detailed reports on topics in which NARTB is active. These included legislation, congressional hearings, noncommercial educational stations, all-industry TV per-program committee, tax matters, access to events, insurance matters, the 1953 NARTB convention in Los Angeles, district meetings, community antennas, the new standard contract for spot telecasting and theatre TV.

Mr. Brown said a recent plan he had proposed for demonstration of TV's use in covering public hearings had interested a number of legislators in Congress. He said the demonstration would show that TV cameras are blamed for confusion and bright lights at hearings when they actually were not responsible, as widely supposed. He said the point could be demonstrated if one or more committees agree to the experiment.

President Fellows named the following to serve on a committee to study subscription television: Paul Raibourn, KTLA (TV) Los Angeles, chairman; Mr. Collough; Henry W. Slavick, WMCT (TV) Memphis, all TV directors.

Reporting on membership, C. E. Arney Jr., NARTB secretary-treasurer, said the rolls now include 100 TV stations and four TV networks. One-hundredth station was KOB-TV Albuquerque, N. M., operated by ex-FCC Chairman Wayne Coy.

Other new members received were WSLS-TV Roanoke, Va.; WKAB-TV Mobile, Ala.; KDUB-TV Lubbock, Tex.; KFEL-TV Denver; KFOR-TV Lincoln, Neb.; KONA Honolulu; KRON-TV San Francisco; WAKR-TV Akron; WEEU-TV Reading, Pa.; WOOD-TV Grand Rapids, Mich.; WWLP-TV Springfield, Mass.

Code subscription applications approved by the board were those of KDUB; KDYL-TV Salt Lake City; KMTV Omaha; KOTV Tulsa; WHEN-TV Syracuse.

Text of the new amendment added to the Television Code follows:

Treatment of Animals—The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

The TV directors approved a proposal submitted by the NARTB Membership Committee that associate memberships be limited to companies substantially engaged in selling services, supplies or equipment to the broadcasting industry. An ad hoc committee to clear associate membership applications was named by Mr. Fellows. It will clear applications coming in just prior to the Los Angeles convention. Members are Mr. McCollough, chairman; H Quenton Cox, KGW Portland, Ore. (chairman of the Membership Committee); E. K. Hartenbower, KCMO Kansas City (member of the Radio Board).

Attending the TV Board meeting were: Chairman Swezey; Vice Chairman McCollough; Mr. Arnoux; Mr. Akerberg; Mr. Raibourn; George B. Storer. Storer stations; William Fay, WHAM-TV Rochester; Chris Witting, DuMont TV Network; Frank M. Russell, NBC; Kenneth Carter, WAAM (TV) Baltimore.

Excused were Mr. Slavick; Alexander Stronach, ABC; Harold Hough, WBAP-TV Fort Worth.

Representing NARTB were Messrs. Fellows, Arney, Brown, Fetzer and Bronson; Judge Justin Miller, chairman of the board; Robert K. Richards, assistant to the president and public affairs director.

ENGINEERING MEET

NARTB Names Plans Group

GENERAL guidance committee to direct planning for NARTB's Seventh Annual Engineering Conference was named last week, according to Neal McNaughten, NARTB engineering director. The conference will be held simultaneously with the NARTB convention in Los Angeles April 29-30-May 1.

Named to the committee were: Raymond Guy, NBC, chairman; Frank Marx, ABC; William B. Lodge, CBS; Rodney D. Chipp, DuMont; Earl M. Johnson, MBS; A. James Ebel, WMBD Peoria, Ill.; Carl Nopper, WMAR (TV) Baltimore. Later a West Coast convention committee will be named to handle entertainment arrangements.

KEYL (TV) Antenna

KEYL (TV) San Antonio has begun the first stage of changing its present three-bay antenna atop the city's Transit Bldg. Station is installing a six-bay high power General Electric antenna, Type TY27F. Temporary one-bay GE Type TY13A antenna was leased from GE and mounted atop the building's observation platform.

Storer Hospitality

MEMBERS of the NARTB Television Board adopted a resolution thanking George B. Storer, head of the Storer Stations, for his hospitality at the board meeting held Sunday-Monday-Tuesday of last week. Board members and their wives were guests of Mr. and Mrs. Storer at the Florida meeting. They were taken to the Cat Cay island meeting site Saturday on Mr. Storer's yacht, *Verlaine*. Business sessions of the board started Sunday evening. After meetings had concluded Tuesday the directors and their wives were taken on a brief cruise.

NARTB CODES

Religious Time Viewed

ORGANIZED religious groups want NARTB to amend its broadcasting Standards of Practice to include provision for free religious time just as the Television Code provides, according to Frank S. Ketcham, general counsel, Broadcasting & Film Commission, National Council of the Churches of Christ in the U. S.

Writing to NARTB President Harold E. Fellows, Mr. Ketcham said the groups he represents have "utmost sympathy" toward the "many difficult problems confronting your association and the Television Code Review Board."

Mr. Ketcham's group had registered a strong public protest against suggestions that NARTB amend its TV Code by dropping a paragraph recommending against sale of TV time to religious organizations. He had conferred Nov. 25 with Mr. Fellows and Ed Bronson, NARTB director of TV code affairs [B•T, Dec. 1].

Voicing gratitude for NARTB's statement that it had no intention to abolish free TV time for religious groups, Mr. Ketcham asked that if any TV Code change is made, this change should strengthen the recommendation of free religious time.

National Religious Broadcasters Inc., whose broadcast activity is handled by a Radio-TV Commission of which Dr. Theodore H. Elsner, Philadelphia, is chairman, has advocated abandonment of the NARTB TV Code paragraph in which sale of time to religious groups is not recommended. He said the organization "stands ready to protect and preserve the Constitutional rights of religious broadcasters."

NARTB's TV Board did not take any action on the religious paragraph in the TV Code at its Florida meeting last week (see story page 27) but the association promised it will hear all parties before any change is undertaken. The NARTB's Standards of Practice Committee is working on proposals to amend the broadcast code.

MEDIA BUDGETS

Van Volkenburg Cites Needs

AMERICAN business can support TV without taking money away from radio and other media, J. L. Van Volkenburg, president of CBS Television, declared Thursday before the Marketing Club of Harvard U. Business School.

He cautioned advertisers against "robbing Peter to pay Paul," meaning the financing of TV at the expense of other media. But Mr. Van Volkenburg asserted that American business should not be faced with this alternative.

He said that his position was based on two points: The country's small investment in advertising as a whole and the "peculiar and unique nature of television itself." He observed:

Today, the country's capacity to produce is 87% over its pre-war figure, but the number of salesmen who must move all this production has increased only 28%. And advertising, which supports and supplements the salesmen's efforts, has actually dropped in ratio to the national income—from a pre-war 1940 average of better than 3% to 2.4% at the end of last year. National advertisers, in fact, today are spending $1.7 billion less for advertising than they would be if they were holding to the pre-war percentage.

He referred to the growth of television during a period when a decline in government spending is predicted. He maintained that business will face the prospect of disposing of a vastly increased national product "with an advertising budget geared to another age."

"It seems to me," Mr. Van Volkenburg concluded, "that an increase in total advertising budget —for all media—is not only justified, but is going to be necessary, if we are to maintain our present high level of production and income."

In another talk, at a meeting of 2,500 Willys-Overland dealers in Toledo Tuesday, Mr. Van Volkenburg paid tribute to television's effectiveness in helping to sell automobiles. He said that 73% of all new cars bought in a period of six months in the New York-New Jersey area were by TV set owners.

Willys-Overland sponsors *Omnibus* (Sun., 4:30-6 p.m. EST) on CBS-TV, and the New York Philharmonic Symphony program Sunday afternoons on CBS radio.

Also at the Toledo meeting was John Karol, vice president in charge of sales for CBS Radio, who discussed the part that Philharmonic broadcasts are playing in the company's campaign.

Coronation TV Ban Off

PREVIOUSLY announced ban on telecasting the actual crowning ceremonies of Queen Elizabeth II of Great Britain next June 2 was rescinded last Monday by the coronation committee. Only the most religious part of the ceremonies will be barred.

at deadline

GROUP D GRANTS

FIRST Group D applications requesting improved facilities for existing TV stations were approved by FCC Broadcast Bureau Friday.

EXISTING STATIONS CHANGES GRANTED

WMBR-TV Jacksonville, Fla., vhf Ch. 4. Granted ERP 100 kw visual, 60 kw aural; antenna height above average terrain 440 ft., above ground 473 ft.

WTVJ (TV) Miami, Fla., vhf Ch. 4. Granted ERP 100 kw visual, 100 kw aural, antenna height above average terrain 500 ft. (Aural ERP may be 150% of visual ERP under Sec. 3.682 [10] [b] of Rules.)

WDSU-TV New Orleans, La., vhf Ch. 6. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 390 ft.

WDAF-TV Kansas City, Mo., vhf Ch. 4. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 750 ft.

KSD-TV St. Louis, Mo., vhf Ch. 5. Granted ERP 100 kw visual, 60 kw aural, antenna height above average terrain 510 ft.

WKTV (TV) Rome, N. Y., vhf Ch. 13. Granted ERP 220 kw visual, 120 kw aural, antenna height above average terrain 790 ft.

WKY-TV Oklahoma City, Okla., vhf Ch. 4. Granted ERP 100 kw visual, 60 kw aural, antenna height above average terrain 930 ft.

WTVR (TV) Richmond, Va., vhf Ch. 6. Granted ERP 100 kw visual, 50 kw aural, antenna height above average terrain 840 ft.

GRANTED SPECIAL AUTHORIZATION

WSBT-TV South Bend, Ind., uhf Ch. 34. Granted special temporary authorization to operate with transmitter output power of 1 kw visual, 0.6 kw aural, with waiver of Sec. 3.687 of Rules (transmitters and associated equipment), from Dec. 15 to April 28, 1953.

WBZ-TV Boston, Mass., vhf Ch. 4 [prefreeze station.] Granted special temporary authorization to operate with transmitter output power of 5 kw visual, 2.5 kw aural.

WFPG-TV Atlantic City, N. J., uhf Ch. 46. Granted special temporary authorization to operate on commercial basis in accordance with construction permit from Dec. 13 to May 13, 1953.

KROD-TV El Paso, Tex., vhf Ch. 4. Granted modification of special temporary authorization [TV GRANTS, B•T, Dec. 8] to operate on commercial basis with transmitter output power of 500 w visual, 250 w aural; antenna 20 ft. above ground.

GRANTED MODIFICATIONS

WTVO (TV) Rockford, Ill., uhf Ch. 39. Granted modification of construction permit to change ERP to 15.5 kw visual, 8.5 kw aural, antenna height above average terrain 660 ft. and slight change in transmitter location.

WJTV (TV) Jackson, Miss., uhf Ch. 25. Granted modification of construction permit to change ERP to 180 kw visual, 98 kw aural, antenna height above average terrain 720 ft.

WBEN-TV Buffalo, N. Y., vhf Ch. 4 [prefreeze station.] Granted modification of construction permit to change ERP to 54 kw visual, 27 kw aural (from 0.88 kw visual, 0.44 kw aural).

CHRISTMAS PLANS

ANNUAL tree-lighting ceremony from White House and President Truman's Christmas Eve message to nation—Dec. 24, 5-5:30 p.m. EST—will be broadcast live by CBS Radio and Mutual. Taped and/or edited versions will be carried by ABC Radio (5:30-6) and NBC Radio (5:30-45), while filmed excerpts will be inserted in regularly-scheduled NBC-TV news programs. Ceremonies will include invocation and benediction by two noted Washington clergymen, traditional Christmas music by U.S. Marine band, and interracial Washington Community Chorus, and brief talks by members of the Boy and Girl Scouts.

FCC Applications

(Continued from page 6)

engineer, San Francisco, Calif., and Honolulu. City priority status not applicable to Hawaiian Islands.

SEEKS MODIFICATION OF CONSTRUCTION PERMIT

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters, uhf Ch. 17 (488-494 mc); ERP 22.15 kw visual, 10.43 kw aural; change antenna height above average terrain to 469 ft., above ground to 387 ft. Change studio and transmitter location to 620 Beech St., 1.2 mi. east of site originally proposed. Geographic coordinates, 34° 45′ 26″ N. Lat., 92° 19′ 29″ W. Long.

SEEKS MODIFICATION OF LICENSE

WNHC-TV New Haven, Conn.—The Elm City Bcstg. Corp. Change to vhf Ch. 8 (180-186 mc); ERP 316.2 kw visual, 158.48 kw aural; antenna height above average terrain 712 ft., above ground 330 ft. Estimated cost of change $389,536, first year operating cost $1,330,000, revenue $2,000,000. Studio location 1110 Chapel St., New Haven, Conn. Transmitter location atop Graylord Mtn. Geographic coordinates 41° 26′ 05″ N. Lat., 72° 56′ 42″ W. Long. [Seeks change from vhf Ch. 6 (82-88 mc), from ERP 1.82 kw visual.]

KOLN-TV NAMES WEED

KOLN-TV Lincoln, Neb., slated to go on air Feb. 1, names Weed Television as its national representative. Assigned Ch. 12, station is being built by Cornhusker Radio & Television Corp., licensee of KOLN, and will be affiliated with DuMont TV Network. Harold E. (Hap) Anderson is vice president and general manager.

"EVERYTHING BUT . . . "

CHICAGO'S citizens should help pick up tab on proposed educational TV station there, making community project of it, Robert Ahrens, director of alumni relations, Roosevelt College, told Illinois Council of Motion Pictures, Radio, TV and Publications. He said it would be "sheer impossibility" for colleges to pay full costs of construction and operation. Eleven cultural groups backing proposed uhf station could handle "everything but the money," he said.

PEOPLE . . .

JOHN E. NORTH, former vice president of Radio Representatives Inc., Chicago, joining Chicago sales staff of General Teleradio's WOR-TV New York and KHJ-TV Los Angeles as account executive. He previously was commercial manager of KANS Wichita and was with Taylor-Howe-Snowden (now O. L. Taylor Co.) representation firm.

GEORGE P. HARDGROVE, retired investment banker, elected chairman of board of Queen City Broadcasting Co., licensee of KIRO-AM-FM Seattle, **SAUL HAAS**, company president, announced.

APPLICATIONS PASSED

DUE to mutually exclusive applications, FCC had to pass over 32 applicants in TV processing last week, most of them in major markets. In list issued Friday, FCC named following as having been skipped in its "speed up" procedures:

Applicant	Location	Channel
GROUP A		
WDAY, Inc.	Fargo, N. Dak.	6
North Dakota Bcstg. Co.	" "	6
Red River Valley Television Corp.	" "	13
Rudman Television Co.	" "	13
GROUP B		
Booth Radio & Television Stations, Inc.	Detroit, Mich.	50
Woodward Bcstg. Co.	" "	50
Royal Oak Bcstg. Co.	" "	62
Knight Newspapers, Inc.	" "	62
Chesapeake Television Bcstg. Inc.	Baltimore, Md.	18
Baltimore Radio Show, Inc.	" "	18
United Bcstg. Co.	Cleveland, Ohio	19
WJW, Inc.	" "	19
Cleveland Bcstg. Inc.	" "	65
WGAR Bcstg. Co.	" "	65
Robert W. Rounsaville	Atlanta, Ga.	36
WEAS, Inc.	" "	36
Washington Metropolitan Television Corp.	Washington, D. C.	20
Capital Bcstg. Co.	" "	20
Arlington-Fairfax Bcstg. Co.	" "	20
City of New York	New York, N.Y.	31
WNEW, Inc.	" "	31
Lawrence A. Harvey	Los Angeles, Calif.	34
Spanish International Television Corp.	" "	34
Cowles Bcstg. Co.	Des Moines, Iowa	8
Murphy Bcstg. Co.	" "	8
Independent Bcstg. Co.	" "	13
Central Bcstg. Co.	" "	13
The Traveler's Bcstg. Service Corp.	Hartford, Conn	3
Conn. Bcstg. Co.	" "	3
Hartford Telecasting Co. Inc.	" "	3
General Teleradio, Inc.	" "	18
Hartford Times, Inc.	" "	18

THEATRE-TV APPEARANCES

NINETEEN appearances have been filed with FCC for theatre-TV allocation hearings due to resume Jan. 26, FCC announced Friday in putting out list of attorneys to whom exhibits should be served. Exhibits, and list of witnesses and synopsis of their testimony, required to be filed by Dec. 22, FCC reminded.

Among parties to hearing are Central Committee on Radio Facilities of American Petroleum Institute, Aeronautical Radio Inc., American Trucking Assn., National Bus Communications Inc., Assn. of American Railroads and American Civil Liberties Union. These are in addition to theatre-TV groups, networks and common carrier companies.

Engineering and accounting phases of theatre-TV hearing took place in October [B•T, Nov. 3, Oct. 27].

SAG-FPA TALKS

POSSIBILITY of early resumption of talks between Screen Actors Guild and Film Producers Assn. of New York to settle TV film commercials dispute was reported Friday by association counsel John Wheeler (see early story, page 76). He said union is considering re-opening of negotiations as result of unofficial conferences last week between Ralph Cohn, FPA member, and SAG officers.

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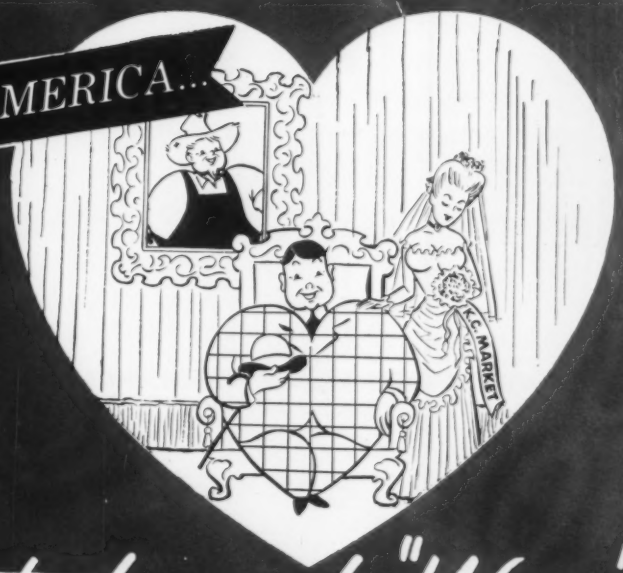
IN THE HEART OF AMERICA...

It's The

KMBC KFRM

Team and It's

Wholehearted and "Wise"



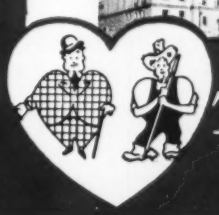
*"Market-Wise"...**

For years, there's been a strange courtship going on in the Heart of America. It has been the wooing and winning of the Kansas City Primary Trade Area by The KMBC-KFRM Team. The Team was the successful suitor – in fact the only logical suitor from the very first. KMBC-KFRM made it a point to understand and coddle "Miss Kansas City Market" from the moment they met. KMBC-KFRM helped the Market grow – saw her through good times and bad – served her with the greatest in radio – was her best friend and through this intimacy became "Market-wise".

There is no record of when the wedding of The KMBC-KFRM Team and the Kansas City Primary Trade Area actually took place. But it's been a tremendously successful union. The heart of the Team and The Heart of America beat as one and advertisers will tell you that the best proof of this union are the thousands and thousands of "sales" – large and small – begat by this powerful voice of The KMBC-KFRM Team and the plump purse of the Kansas City Primary Trade Area.

* This is the fourth of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

***Call KMBC-KFRM** or your nearest Free & Peters Colonel for the Kansas City Market Story. **BE WISE—REALIZE**...to sell the Whole Heart of America Wholeheartedly it's . . .*



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

CBS RADIO

(COLUMBIA BROADCASTING SYSTEM)

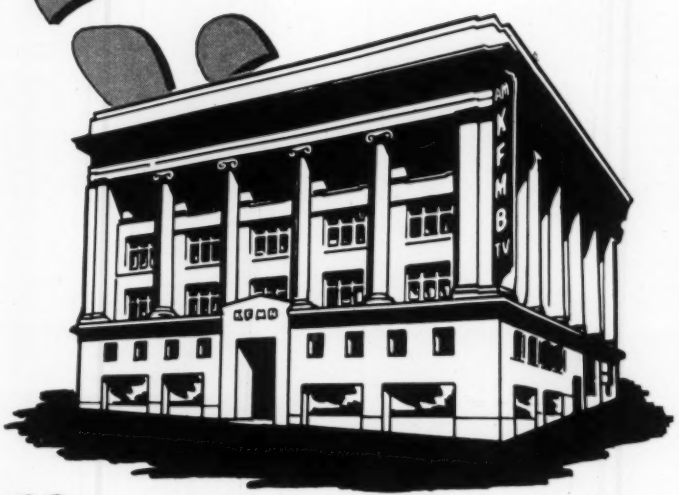
HAS MOVED

to

KFMB

550 K. C.
San Diego,
California

KFMB Radio Station, San Diego, is proud to announce that as of Dec. 12 it is the outlet for the Columbia Broadcasting System Radio Network. First on the dial at 550.



John A. Kennedy, Board Chairman
Howard L. Chernoff, General Manager

Represented by THE BRANHAM CO.

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